

CHEMIST & DRUGGIST

THE NEWSWEEKLY FOR PHARMACY



A linctus in a lozenge

New Strepsils Cough Lozenges bring relief to dry, tickly coughs, and are more practical than syrups because of their lozenge formulation.



Contains Dextromethorphan hydrobromide 2.5mg

There is no better relief

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CROOKES HEALTHCARE

Boots trials computerised smoker support

*MSD seeks black list
status for 'life style'
drug before launch*

*Moss Pharmacy
shows its new face*

*Nelson loses court
battle over Bach
Flower branding*

*Phyto Medical offers
pharmacists training*



*A price revolution in
fine fragrances*

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Time to get personal in smoking cessation

You, personalised support and NiQuitin CQ

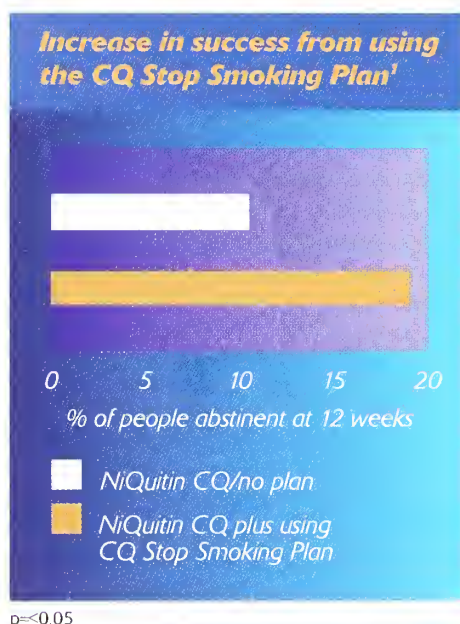
How can a pharmacy offer a product which helps smokers successfully give up, and give every individual smoker the personalised motivational support that's proven to increase success?

NiQuitin CQ offers an answer. Aside from the advanced rate-controlling membrane which is unique to the NiQuitin CQ 24 hour patch, the most important aspect of NiQuitin CQ (and one that simply isn't offered by any other smoking cessation product), is the *clinically proven* advantage that the free, unique and personalised Committed Quitters Stop Smoking Plan gives to anyone taking up and following the plan.

Personalised for success

Shiffman et al quantified the extra benefit that using the personalised Committed Quitters Stop Smoking Plan can give to NiQuitin CQ patches.

The results showed that significantly more people can successfully give up smoking if they additionally read and follow their CQ Stop Smoking Plan, compared to those only using the NiQuitin CQ patches with their in-pack guides.¹



NiQuitin CQ: committed to helping them quit

- A clinically proven step-down patch programme
- A FREE clinically proven, individually tailored plan to accompany the patch programme
- A professionally rewarding approach to smoking cessation

For further information, please contact your SmithKline Beecham Consumer Healthcare representative or call 0208 975 3043.

Every plan is completely different

A FREE enrolment call involves a question and answer style conversation to understand the smoker's habits, smoking history and reasons for wanting to quit. From this, each uniquely personalised CQ Stop Smoking Plan is created, which is sent out in stages throughout the 10 week programme. For example, one person may find social situations difficult, so the plan would contain advice relevant to that. Others find morning sickness worse, or find they automatically light up when they're bored: the individual plan would take this into account.

Each CQ Stop Smoking Plan is so highly personalised that each individual receives one tailored just for them.



Contains Nicotine

NiQuitin CQ Product Information. Presentation: Matt, pinkish-tan, square, transdermal patches. Available in three strengths (sizes): NiQuitin CQ Step 1 (containing 114mg nicotine per 22cm² patch), NiQuitin CQ Step 2 (containing 78mg nicotine per 15cm² patch), and NiQuitin CQ Step 3 (containing 36 mg nicotine per 7cm² patch), delivering 21mg, 14mg, 7mg nicotine respectively in 24 hours. **Indications:** Relief of nicotine withdrawal symptoms, including craving, associated with smoking cessation. If possible, use as part of a smoking cessation plan. **Dosage and administration:** Patch users must stop smoking completely. For a habit of more than 10 cigarettes a day, start with Step 1 for 6 weeks, then continue with Step 2 for 2 weeks and finish with Step 3 for 2 weeks. For a habit of 10 or less cigarettes a day, start with Step 2 for 6 weeks then finish with Step 3 for 2 weeks. For best results complete full course of treatment. Do not use for more than 10 consecutive weeks. If patients still smoke or resume smoking they should seek doctors' advice before using a further course. Apply patch to clean, dry skin site once a day preferably soon after waking. Remove patch after 24 hours and

apply new patch to a fresh skin site. Patches may be removed before going to bed. However, 24 hour use is recommended for optimum effect against morning cravings. Wear only one patch at a time. When handling patch avoid touching eyes or nose. Wash hands after use in water only. **Contraindications:** Use by non-smokers, occasional smokers or children. Hypersensitivity to the patch or its components. **Precautions:** Use only on doctors' advice in cardio-vascular disease (e.g. angina, stroke, arrhythmias, severe peripheral vascular disease, recent myocardial infarction), uncontrolled hypertension, severe renal or hepatic impairment, peptic ulcer, hyperthyroidism, insulin-dependent diabetes, pheochromocytoma, atopic or eczematous dermatitis. Concomitant medication may need dose adjustment due to reduced nicotine levels; caffeine, theophylline, imipramine, pentazocine, phenacetin, phenylbutazone, insulin, adrenergic blockers may need dose decrease; adrenergic agonists may need dose increase. Patients should be warned not to smoke or use other nicotine-containing patches or gums when using NiQuitin CQ. Keep safely away from children. **Side effects:** Transient rash, itching, burning,

tingling at site of application should resolve on removal of patch. rarely, allergic skin reactions. Occasionally, tachycardia. Other systemic effects may relate either to using patches or smoking cessation: nausea, mild stomach upset, constipation, cough, sore throat, dry mouth, muscle/joint pain, headache, weakness, flu-like symptoms, dizziness, sleep disturbance. Mild effects should resolve with continued use; if troublesome, Step 1 users can step down to Step 2 for remainder of initial 6 weeks, then use Step 3 for final 2 weeks. **Pregnancy and lactation incl. trying to become pregnant:** Use only on advice of a doctor. **Legal category:** NiQuitin CQ 21mg (Step 1) 00079/0346; NiQuitin CQ 14mg (Step 2) 00079/0346; NiQuitin CQ 7mg (Step 3) 00079/0345. **Product licence holder:** SmithKline Beecham Consumer Healthcare, Brentford, TW8 9BD, U.K. **Pack size and R:** All strengths 7 patches £19.95, Step 1 only 14 patches £35.95. **Date of last revision:** February 1999. **NiQuitin CQ, CQ and Committed Quitters** are trade marks. References: 1. Shiffman et al; Abstract presented at the first International Conference of The Society Research on Nicotine and Tobacco, Copenhagen, August 1998.

CHEMIST & DRUGGIST

THE NEWSWEEKLY FOR PHARMACY

VOLUME 252 No 6211 140th YEAR OF PUBLICATION ISSN 0009-3033

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COMMENT

Generic shortages have been in the news again, this time in the national media. A bit after the event, you might think, since this is a story that has featured regularly in *C&D*'s news pages since the end of last year. One reason for the concern is that primary care groups and their Welsh and Scottish equivalents are learning that such shortages lead to higher prices, with a consequent effect on their drug budgets. The unbudgeted 'cost' to the Health Service is not yet clear, although a figure of over £200 million has been bandied about. If accurate, this will wipe out the £150m the NHS estimates it will 'save' from the PPRS price cuts earlier this month. What has been obvious to community pharmacists has only recently registered in political circles ... so have we missed an obvious opportunity to highlight the fact that if pharmacists were more properly involved in the management of PCGs, the implications of the generic shortages could have been flagged up earlier? This is a point that could be made to the new all-party pharmacy group in the House of Commons. The launch of this group is good news and long overdue. It has been promoted by all the major pharmacy bodies, and should make a significant difference to the understanding among politicians of what pharmacists can do. If it can inform government that there is no need to re-invent the wheel with initiatives like NHS Direct, when there are 12,500 pharmacies out there that can provide a similar service, that will be something! Good news, though, that NHS Direct is linking up with the community pharmacy network to encourage people to 'self-care' where it is appropriate (p4). It is such an obvious thing to do that if the Essex pilot is not rolled out to other sites, pharmacists will have every right to wonder what government thinks they are good for!

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Innovative model is being piloted in a scheme funded by Northumberland Health Action Zone

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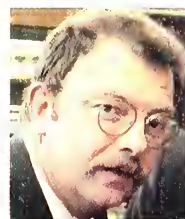
Specialist discount stores and supermarkets are challenging the might of the fragrance houses

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Current supervision of sale of P products viewed as questionable by the public, says Derek Balon

New name and new look for Moss 34

Moss Chemists has been renamed Moss Pharmacy with plans for four different trading formats



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© Miller Freeman UK Ltd. 1999
 Chemist & Druggist incorporating Retail Chemist, Pharmacy Update and Beauty Counter

Published Saturdays by Miller Freeman UK Ltd, Sovereign Way, Tonbridge, Kent TN9 1RW
 C&D on the internet at chemdrug@dolpharmacy.com
 Website: <http://www.dolpharmacy.com/>

Subscriptions (Home) £133 per annum, (Overseas & Eire) \$314 per annum including postage
 £2.50 per copy (postage extra)
 Additional Price List: £75 per annum

Circulation and subscription Marlowe House, 109 Station Road, Sudcup, Kent DA15 7ET
 Tel: 0181 309 7000

Refunds on cancelled subscriptions will only be provided at the publisher's discretion, unless specifically guaranteed within the terms of subscription offer

The editorial photos used are courtesy of the suppliers whose products they feature

Miller Freeman
 A United News & Media publication
ABC
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Phyto Medical, is introducing aromatherapy and herbal training for pharmacy staff

McElnay takes over as PSNI president



James McElnay



Terry Maguire

Professor James McElnay, head of the School of Pharmacy at The Queen's University of Belfast, has been elected the next president of the Pharmaceutical Society of Northern Ireland.

Prof McElnay, a Council member since 1992, will be president during the period 1999-2000, which encompasses the Society's 75th anniversary. His vice president will be Mrs Sheelagh Hillan, a community pharmacist from Randalstown.

He takes over from Dr Terry Maguire, who has stood down after 12 years' service, citing pressures of work and business. He is director of the Northern Ireland Centre for Postgraduate Education and Training and owns two pharmacies in Belfast.

Prof McElnay said this week that he was delighted to be given the opportunity to serve as president of the governing body for the profession in Northern Ireland.

He highlighted issues that he wants to address over the coming year as:

- moving forward with the implementation of Vision 2020
- promotion of the views and aspirations of the profession to the Northern Ireland Assembly, if and when it is established
- promotion of a co-ordinated approach to research and development of pharmacy services within the Province.

Boots pilots computer stop smoking model

Boots is piloting a computer-based smoking cessation model to which it has exclusive rights

Boots has licensed the model from Pro-Change, which provides training and computer software for the scheme. The Pro-Change model is being piloted in Boots' Ashington store and three local GP surgeries in a scheme funded by Northumberland Health Action Zone.

The "innovative" model is expected to be trialed in other Boots stores shortly. The model is "not just for those who are ready to give up", said Hilary Wareing, director of programmes at Pro-Change. The idea is to feed smokers small amounts of appropriate information when they are considering stopping. It also offers information

on NRT. Ms Wareing claims a 25 per cent success rate for the model.

Smokers considering stopping are "self referred", or referred by a health-care professional, to a "Pro-Change room" within the store. This contains a computer with a programme that smokers can work through in confidence. The software assesses "readiness to change" and attempts to affect "decisional balance" in favour of quitting. It is not a patient counselling system, said Ms Wareing, the aim is to "just get them on the computer".

A disc is provided that can be taken away and used in any Pro-Change computer to continue working through the programme. About 100 smokers have used the computer in Ashington since the three-month trial began five

weeks ago. A spokesperson for Boots said "there has been a positive response so far".

Pro-Change, a not-for-profit organisation, provides pharmacists with two days' training on the "trans theoretical" model of smoking cessation. Pharmacy assistants can use a protocol to determine where smokers are in the cycle of change and whether they are ready to consider quitting. Health authority staff have been trained by Pro-Change to act as advisers in the three GP surgeries taking part. The Ashington store is also offering free NRT vouchers for those who are eligible.

Pro-Change is also about to pilot a cessation model specifically for pregnant women in six pharmacies elsewhere in the country.

Health minister sees NHS Direct pharmacy pilot

Health minister Gisela Stuart visited NHS Direct Essex on Monday to see a pilot project involving pharmacies.

The site is the first to allow NHS Direct callers to be referred to a community pharmacist for advice on medicines they could use for self-care. The project, being run in conjunction with the National Pharmaceutical Association and the Royal Pharmaceutical Society, will start in March 2000 and involve all community pharmacies in Essex (C&D July 17, p5).

The minister said: "I am delighted

that NHS Direct is working in partnership with other professionals to deliver the best possible service to callers and provide an integrated response to peoples' needs for information and advice."

NHS Direct Essex is based at the Essex Ambulance Service NHS Trust headquarters in Chelmsford. Another pilot at the same venue gives callers access to the local social services out-of-hours team for advice on any social welfare issues. If the schemes are successful they could be repeated at other NHS Direct sites.

Support for Commons' pharmacy group

An all party group of MPs on community pharmacies is to be launched at the Commons and will press for the right to prescribe for pharmacies.

"We want to build on the forthcoming pharmacy strategy paper by the Government," said Dr Howard Stoute, a Labour MP and GP, who is to head the all party group with Jenny Tonge, a Liberal Democrat.

"I think that the community pharmacy is an under-utilised resource in the health service."

He added: "If we are going to make the winter pressures manageable, we have to use every resource available in the NHS."

"The pharmacy is often the most appropriate port of call and I don't think people realise that."

Dr Stoute said he was personally in favour of giving community pharmacists a wider role in limited prescribing, such as repeat prescribing and issuing the 'morning-after Pill' if safer supplies could be developed to reduce the risk of blood clots.

"I think pharmacists should be allowed to prescribe in limited circumstances and they could be linked electronically to the surgery so they can be aware of issues surrounding some drugs, like the morning-after Pill," he said.

Complementary clinic in Glasgow pharmacy

A city centre pharmacy in Glasgow was to officially open a complementary health clinic and a pharmaceutical care room this week.

Abbey Chemist in Trongate offers chiropody, homoeopathy, hypnotherapy, clinical aromatherapy and reflexology in treatment rooms rented by qualified practitioners. Pharmacists Asghar Mohammed and Annamaria McGregor - the owner and manager respectively - also plan to develop a pharmaceutical care practice to ensure patients get the best from their prescribed medicines.

Ms McGregor, who is studying pharmaceutical care as an MSc project, is using her Zeneca Travel Award to visit Minnesota next February to see which US practices can be adapted for the UK. The pharmacy will offer medicines management first to patients with ischaemic heart disease and hypertension, then hopefully extend the scheme to all patients. "Everyone has a pharmaceutical care issue," she said.

The pharmacists are working with the Greater Glasgow Health Board health promotion department to develop a health promotion resource library and self-help touch-screen computer facilities. A television is being installed on which customers can watch health care videos. The pharmacy also offers a stress management presentation, including talks from the complementary practitioners.

Medicare pharmacist gives on-line advice

The Medicare Chemists chain in Yorkshire is launching an internet site and making one of its pharmacists available to answer healthcare queries via e-mail.

The Medinet service will launch at the end of November when users can email pharmacist Ian Grace, based at one of the company's six Huddersfield branches, with questions on the drugs they are using or for general health advice.

"I will hope to answer questions within a day, but we are not sure what

the demand will be," said Mr Grace.

The site, which will be regularly updated by Medicare's business development manager Jonathan Cole, will also include articles written by Medicare pharmacists, special offers on non-pharmacy lines and general information about the company and its 13 branches also based in Bradford and Leeds.

There will also be links to the RPSGB, The British Medical Association and The National Association of Boards of Pharmacy in the US.

On-line pharmacy plans November launch

Another on-line pharmacy holding out the prospect of prescription services is aiming to launch next month.

The site at www.allcures.com tells visitors: "No more waiting in queues at the chemists'. Fill in your prescription, send it to us and we will have your medicines directly to you."

A team of pharmacists and doctors are on call to answer any queries, it adds, saying that non-prescription medicines can be added to a shopping basket and sent wherever the user wants.

Reassurance is given as to the confidentiality with "the most advanced encryption technologies" being used.

"No information will be passed on to any third party. You can feel secure in the knowledge that only your allocated pharmacist here will have access to any medical information you might give us," it adds.

Mysteriously, it says Allcures.com is an "established pharmacy with a long and successful history of providing the British public with all their chemist needs".

MSD wants new product blacklisted before launch

A drug company is looking to have its new 'life-style' drug blacklisted automatically from the NHS.

Merck Sharp & Dohme received a product licence for its oral anti-baldness drug Propecia (finasteride) on September 20. Although this would automatically allow its prescription on the NHS, MSD is withholding the product's launch in the UK, saying it "does not believe it would be appropriate for Propecia to be prescribed at the expense of the NHS".

MSD's preferred way would be for the product to be 'blacklisted' under Schedule 10 of the NHS (General Medical Services) Regulations 1992. This would allow it to be prescribed through NHS channels but on private prescription only.

However, MSD said it is possible that Propecia could go on the select list via Schedule 11. In the past, advisory committees including the Advisory Committee on NHS Drugs (ACD) and

the Standing Medical Advisory Committee (SMAC) have made this decision. Following the launch of the National Institute of Clinical Excellence, MSD anticipates this may also have an advisory role and would expect a period of public consultation on Propecia before a decision is made. "In this case, the company's preference is for private prescribing," it said.

On Tuesday, an MSD spokeswoman said this was not a case of the company not wanting the product to be scrutinised by NICE, following the experience of Relenza. Rather, it reflects a global policy MSD made prior to the drug's launch in the US in 1996 so does not reflect on any one country's healthcare system. It is also a recognition that public health systems have finite resources and certain priorities, she said. MSD has set the European price for Propecia at €1,314 per day, or approximately £25 per month, which would be the NHS price. But

Cancer Research Campaign refers smokers to pharmacy

The Cancer Research Campaign is warning smokers who want to give up not to 'go cold turkey' and is referring them to pharmacists for help.

CRC director general Gordon McVie commented: "Scientific data proves NRT is both safe and effective. Despite government and healthcare agencies' efforts to make NRT more widely available, most smokers try to go it alone. In reality, they may be creating a barrier to success and we therefore urge more smokers to seek support and advice from pharmacists and other healthcare professionals."

Despite predictions that record numbers of people will try to give up smoking at New Year, research suggests a third will relapse within a week and half will fail within a month.

Drug Tariff change

Scottish Pharmaceutical General Council has issued details of the latest additions to the *Drug Tariff* list for which pharmacists' endorsements of pack size and manufacturer will be accepted during October.

The products are: Co-tenidone tablets 50/12.5; isosorbide mononitrate tabs 10mg; minocycline tabs 50mg; spironolactone tabs 100mg; and trimethoprim tabs 200mg. These are in addition to the list in last week's *C&D* (p23).

IN BRIEF

C&D fax number

Due to a recent reorganisation at the *Chemist & Druggist* offices, the fax number for the editorial team is now 01732 367065. The 01732 361534 fax number is no longer in operation.

Drug alert

Astra Pharmaceuticals is recalling two batches of its Pulmicart (budesonide) Respules 1mg 20s – BN 206584 with expiry June 2001 and BN 207246 with expiry August 2001. This is due to typographical errors in the patient information leaflet. The class 2 recall was issued by the Medicines Central Agency on Tuesday. Further information is available from AstraZeneca customer services on 01536 424254.

Hospital staff access to WeBNF

Hospital staff may now be able to access the intranet form of the British National Formulary, WeBNF, due to a new toolkit. This will allow local usage restrictions, administration instructions and guidelines to be viewed alongside the main text of the BNF. More details about the WeBNF are available from Jane Weir on 0171 820 3283.

Cancer strategy announced

The appointment of Professor Mike Richards as the new national cancer director, or cancer 'suprema'; an increase in funding of £80 million to help cut cancer patient waiting times; and NICE appraisal of taxanes were announced by the Department of Health as measures to prioritise the fight against cancer.

Nutrition committee

A new committee will be set up to give independent and expert advice on all matters relating to nutrition and health. The Scientific and Advisory Committee on Nutrition will support the four health departments as well as the new Food Standards Agency.

NOAH gets two new members

Darwest Herbs and Seven Seas Ltd have been voted into the National Office of Animal Health. Darwest Herbs manufactures and supplies veterinary herbal medicines and dietary supplements for cats and dogs. Seven Seas manufactures and markets vitamin products.

Ads aimed at blood donors

A television and press advertising campaign for blood donors that ran between January and March is to be repeated in the run-up to the millennium. The NHS is aiming to add 20,000 units of blood to its current stocks before Christmas Eve.

HIV not a bar to practice

HIV-positive status should not stop a community pharmacist from working, a solicitor for the Royal Pharmaceutical Society has emphasised.

In a case brought before the Statutory Committee, solicitor Geoff Hudson said that, although the public may have expressed fears through the media: "HIV-positive status is no bar to normal pharmacy practice." The Committee was also referred to the NHS executive guidance on AIDs/HIV infected healthcare workers.

"A pharmacist who is HIV-positive has a professional responsibility not to undertake activity involving invasive techniques or high risk operations," he continued. The guidelines say the majority of procedures in the healthcare setting pose no risk of transmission of HIV with risk of transmission from healthcare worker to patient considered remote. But workers must not carry out 'exposure-prone procedures'.

Committee chairman Gary Flather QC agreed: "There are common-sense, as well as medical, procedures which can be put in place to doubly ensure there can be no transmission and there are highlighted some procedures concerning blood which require care in performing."

HA issues its own 'NICE' guidance

Bury and Rochdale Health Authority has set up its own prescribing committee to issue guidance on drugs not assessed by the National Institute for Clinical Excellence.

Bury and Rochdale Area Prescribing Committee is now issuing guidance on the first four drugs that it has assessed. These are imidapril, Seretide, rofecoxib and clopidogrel.

The APC, formed in April, consists of representatives from the four local PCGs and three local Primary Care Trusts, as well as lay and nursing repre-

Lloydspharmacy offers ECG monitoring

Lloydspharmacy's new cardiac monitoring service allows users to have doctors interpret electrocardiograms via a 24-hour telephone service.

The telemedicine service is being offered through the central London store John Bell & Croyden, located near Harley Street. Users of the service can buy the portable ECG monitor for £399 plus VAT and then pay £49 per month for access to the service. Depending on uptake, the company may start to roll out the service early in the New Year.

Pharmacists are trained in how to use the portable ECG monitor and demonstrate it to users, but any interpretation of cardiac data is made by doctors at a north London centre. Pharmacists are also involved in taking medical and drug histories when the user initially signs up for the service.

Lloydspharmacy's marketing development manager Gordon Heeley told *C&D* this week that there has been a lot of interest in near patient testing. The next thing is patient testing from afar, he said. "It has taken off abroad



and the medical profession is now trying to demonstrate its potential." The benefits of offering such a telemedicine service through pharmacy are the pharmacist's accessibility, as well as the professional input the pharmacist can have.

The British Cardiac Patients Association endorses the scheme. "Heart disease patients need to be able to manage their own health in order to lead a normal life and, to date, this concept of self management has been very difficult to implement," said BCPA

spokesman Eve Knight. "The idea of being able to obtain peace of mind over chest pains within minutes represents a vital step forward."

The service is operated for Lloydspharmacy by HeartWatchDirect, which provides the service for 60,000 users across the European Union and in Israel. The monitor can obtain a trace within about a minute and the patient then sends this to the central control room in Edgware by holding the monitor against a telephone mouthpiece. As soon as the ECG is received, the duty doctor will compare the new ECG against the baseline reading taken when the patient registers.

Further information is available on 0800 731 7115.

New Health Improvement Commission regulations

Regulations coming into effect on November 1 make provision for the membership and procedures of the Commission for Health Improvement, which will have powers to oversee the clinical activities of the NHS.

The Commission will have 14 members, at least eight of whom are lay members. Their term of office - no more than four years - will be specified by the health secretary at the time of appointment.

The Commission for Health Improvement (Membership and Procedure) Regulations 1999 (SI No 2801; Stationery Office £2) list the grounds for disqualification from appointment and stipulate that members must declare any pecuniary interest they have in matters being discussed at meetings.

Nursing home scheme wins award

A scheme for monitoring prescribing in nursing homes has won one of this year's National Association of Primary Care Awards, worth £1,000.

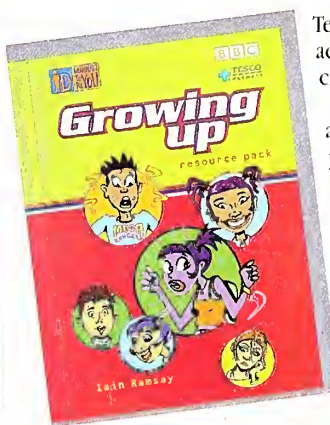
Julie Hunby, a hospital pharmacist working as a primary care group adviser, visits two nursing homes in Christchurch, Dorset, to consider prescribing costs and efficiency for individual patients. She then makes recommendations to the staff and GPs who may authorise prescription changes. She also checks OTC medication and ensures homes are not stockpiling medicines, dressings or catheters.

To simplify repeat prescribing, a pro-forma has been devised for ordering 28 days' supply of medication and 14 days' of dressings.

The pilot scheme, funded by Christchurch Primary Care Group from ring-fenced management monies, started on October 1 and runs for four months, after which the savings will be evaluated. District nurse Nita Hughes, who devised the project, said the savings could be used to roll out the scheme to the other five homes in the PCG.

The award will be presented on November 2 at the NAPC conference.

Tesco supports BBC education campaign



Tesco is funding a teachers' resource pack to accompany a new BBC Education series for children.

'Focus: Growing Up' looks at emotional and physical changes that occur during puberty. The four-part series, aimed at 9-11-year-olds, will be broadcast in November. The accompanying resources, which will carry Tesco branding, include posters, lesson plans and a video of the programmes. The pack also includes a copy of a free Tesco booklet called 'Body Confidence' written by Dr Miriam Stoppard.

The resource pack costs £9.99, but is available free to schools.

MCA to publish PL holder lists

The Medicines Control Agency is to publish the register of manufacturers' and wholesale dealers' licences.

The lists will be available in hard copy and, later, they will be put on the MCA's web site. They will show the licence holder's address and the activities authorised by the licence. However, lists of individual products made or supplied by a licence holder are not available from the MCA.

"We expect that many hospitals and pharmacists will find the register useful in finding a supplier of a particular type of product," says the MCA in its newsletter *Mail* (115, September/October 1999).

Hard copies of the list of manufacturers' licences will be available at a cost of £5 and the wholesale dealers' licence list will cost £10. The MCA hopes to update the internet lists on a weekly basis. In addition, a list of new licences will be published in *Mail* every two months.

To request a hard copy of the lists, contact the MCA information centre on 0171 273 0352 or fax the request on 0171 273 0353.

Mental health charities protest at guidance on antipsychotics

Draft guidelines from the Royal College of Psychiatrists recommend that people with schizophrenia should be treated initially with minimum doses of the older antipsychotics. And patients who do not respond or who suffer from side effects could then transfer to newer drugs such as clozapine.

The guidelines will be circulated for comment to interested parties, including patient and care organisations, and a final version will be submitted for consideration by the National Institute for Clinical Excellence.

Last week's *Health Service Journal* reported that mental health charities had attacked the proposal to save money by recommending drugs with unpleasant side effects as first-line treatment.

But a spokeswoman from the Royal College of Psychiatrists told *C&D* that the guidelines would be widely circulated for comment so these charities could have their say.

If NICE agreed that patients who were not responding to older treatments could transfer to newer drugs, more people might benefit as some NHS trusts did not allow atypical antipsychotics to be prescribed at present, she said.

Xrayser

Topical Reflections

Indigestible legislation

For a long time I have fought the battle against the open display of indigestion remedies, but their falling sales and ready availability in non-pharmacy outlets eventually forced me to employ self service for those with GSL licences. The result has been a welcome increase in sales, but created public confusion over the reason for retaining H2 antagonists behind the medicines counter.

Now that confusion could become worse with the legal change of status of Zantac to GSL as Zantac 75 Relief. The remaining H2 antagonists and Zantac 75 will remain safely behind the counter, but Zantac 75 Relief will be displayed alongside Rennies, Settlers and Tums.

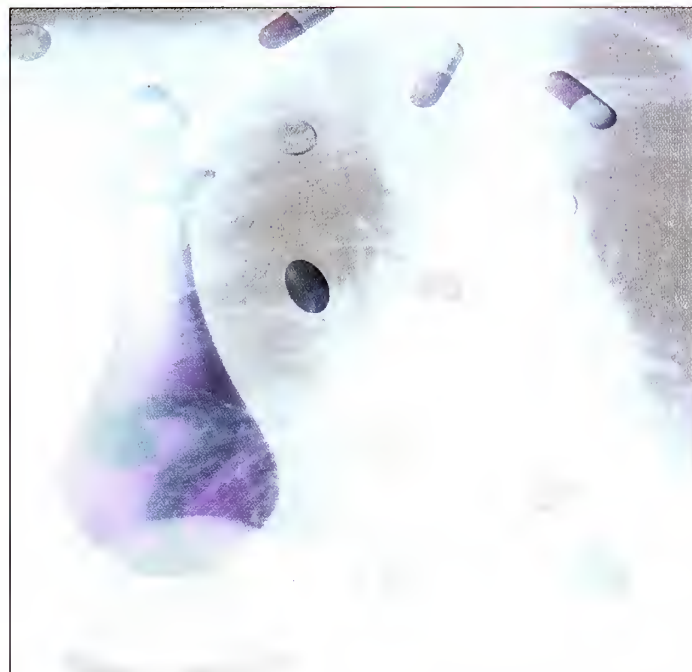
I am certain that sales will rise, because comparative claims can now be more easily made, but the necessary questions that my counter staff have been trained to ask will cause even more customer friction, because out of all the therapeutic categories indigestion what is seen as intrusive questioning.

The problem could be overcome by keeping Zantac 75 Relief behind the counter, but this will only encourage Glaxo Wellcome to accuse community pharmacists of ignoring this new opportunity and then opening distribution to all comers. Alternatively, sales will increase by self-selection, staff will mostly sell without question and I will have to keep my fingers crossed that Glaxo Wellcome's initiative does not produce another damning report in the pages of *Which?* magazine.

Trust a pharmacist, not a computer

I find the ruling by the General Medical Council that Dr David Roberts made a 'grave error' in dispensing when he prescribed and supplied nearly four weeks' supply of melphalan instead of four days', highly disturbing (*C&D* October 23, p6).

Dr Roberts' mistake certainly contributed to his patient's death, yet in response to questions at the GMC



hearing he stated that the mistake had occurred during a busy surgery and that a computer system had now been installed to prevent any recurrence.

I know Dr Roberts' views are well known to be, at best, apathetic to the role of the pharmacist, but there is a strong possibility that if the original prescription had been presented to a pharmacist, then this unfortunate mistake would have been detected.

It is a measure of Dr Roberts' continuing arrogance that, having made such a disastrous error, he will now put the safety of his patients in the hands of computer programmers.

From my knowledge of medical computer programmes, I would be surprised if any of them were able to actually detect the type of error that Dr Roberts made and he might be much better advised to allow his patients to have their prescriptions dispensed by their local pharmacist.

Still fashioning the future of pharmacy?

It will be interesting to see if Ted Smith, Council member of the Royal Pharmaceutical Society, puts himself forward for re-election in April 2000. Mr Smith has been appointed retail operations director for W H Smith as

of January 1, 2000 and will then relinquish his post as Boots' regional general manager for north-west England.

I am sure the W H Smith appointment is an excellent career move, but I must also sympathise with the very real dilemma that Mr Smith must now face of having to judge whether his previously electorally endorsed desire to fashion the future of the pharmacy profession by his membership of its governing Council would be re-affirmed in the light of his new employment status.

Utopia on prescription

I have just been asked for DHEA which, according to *Bella* magazine, is a "super hormone" that claims to burn up fat, boost sex drive, cut heart disease and even prevent dementia.

Leaving aside the semantic problems of an inanimate object making fantastic claims, I too, would like a piece of this action. It's a pity that on checking Martindale and the MEP guide I find Utopia is dehydroepiandrosterone or Prasterone.

True, it has been postulated that this naturally occurring androgen may protect against cardiovascular and age-related disease, but it is also a Prescription Only Medicine. Never mind, *Bella*, back to the drawing board!

Government launches inquiry into generics availability

The all-party Commons select committee on health is launching an inquiry into the current shortage of generic drugs.

The inquiry aims to "raise awareness of the current shortage of generic drugs available to the NHS". It will consist of a single oral evidence session on November 4. Labour MP Dr Howard Stoute has asked the Committee to investigate the shortages of generic drugs, as he believes the situation risks pushing some primary care groups over their prescribing cost limits.

The media has suggested that there will be an overspend of between £200 million and £250m due mainly to generic drug prices. However, the Department of Health's response on Tuesday was: "We can identify no basis for a £200m projected overspend on generic drugs. It is important to note that the expected savings from the PPRS on non-generic medicines will amount to £150m in England alone in a full year."

One health authority has already gone public about the problem. Ealing, Hammersmith and Hounslow HA has had to divert £480,000 of Primary Care Development Fund money to pay for prescribing costs due to the increase in price of generic drugs. The Fund is money for modernisation of primary care services including pharmacists, GPs, community nurses and opticians.



PM supports pharmacists' role in walk-in centres

The Prime Minister has signalled the Government's determination to create more one-stop centres, where pharmacists would work with doctors, dentists and other health professionals.

Tony Blair's message, in a think tank report on primary care, underlined the commitment by Downing Street and health secretary Alan Milburn to press ahead with reforms such as NHS Direct and walk-in clinics, in spite of protests by the British Medical Association about the pace of change.

Downing Street co-ordinated the PM's message that there would be no let up in the reforms with a Department of Health survey showing

that the changes are popular with most patients.

Taken together, they represent a blitz on the BMA, which is seeking urgent talks to discuss its concerns about the pace of change. Mr Blair said a combination of walk-in centres and more flexible opening times for surgeries would make it easier for people to fit healthcare needs into their busy lives.

"Nurses will take on more of the routine and minor ailment workload, with doctors spending more time with those patients whose symptoms require a GP's unique blend of knowledge and expertise," said Mr Blair. "There will be more one-stop centres

with doctors, dentists, pharmacists, opticians and other health services all on one site providing easy access to a range of healthcare."

Mr Blair made his comments in a book produced by the New Health Network, 'Visions of primary care'. It includes contributions from 15 people associated with healthcare from professionals, to managers and patient representatives, and each gives a view of how the NHS might have evolved by 2009.

In most places, said Mr Blair, the practice team would work on an integrated basis with community nurses, physiotherapists and social care staff providing a wider range of preventative and rehabilitation services to elderly people in their own home and in supported accommodation. People with chronic conditions such as diabetes, asthma, depression and heart disease would have much more regular help from the local health team in maintaining as healthy and full a lifestyle as possible.

"General practice will continue to offer a variety of ways of working. Independent contractors, locally based contracts - like those in the Personal Medical Service pilots - and salaried doctors will deliver a health service in a way that fits the needs of both patients and doctors."

The NHS national survey of patients released last week showed that patients want better access to services, often outside normal surgery hours to fit in with their work commitments and home life. Mr Milburn commented: "This survey clearly shows that people want change in the NHS and want it now."

● Copies of the New Health Network book (rsp £9.99) can be obtained from the King's Fund Bookshop or the from Guy Boersma, New Health Network at 165a Mermaid Court, Borough High Street, London SE1H 1HH.

NICE appraisal timetable

The National Institute for Clinical Excellence has issued a provisional timetable for its appraisals.

Drugs and technologies for consideration include:

- December 14 - hearing aids and hearing disability, wisdom teeth extraction
- January 27, 2000 - Coronary artery disease stents and coronary heart disease treatment
- February 23 - taxanes and breast and ovarian cancer
- March 30 - inhaler systems for

childhood asthma, final review of CAD stents and CHD treatment

- April - proton pump inhibitors and dyspepsia treatment, final review of taxanes and breast and ovarian cancer
- May - interferon beta/glatiramer in multiple sclerosis, final review of inhaler systems for childhood asthma
- June - final review of proton pump inhibitors and dyspepsia treatment
- July - zanamivir and oseltamivir for influenza treatment, final review of interferon beta/glatiramer.

Other products for consideration next year include Riluzole for motor neurone disease, Ritalin for hyperactivity, Ribavirin/alpha interferon for hepatitis C, Cox-II inhibitors for rheumatoid arthritis, Orlistat and sibutramine for obesity, glitazones for type II diabetes, glycoprotein IIb/IIIa receptor inhibitors, and new pharmaceuticals for Alzheimer's disease.

● The cost of establishing NICE was in the region of £734,000, said John Denham, health minister in a written answer last week.

The Royal Pharmaceutical Society has a new addition to its library - a thesis written by John Hunt entitled 'The development of pharmacy services in the British Welfare state'. Dr Hunt wrote it as part of his doctorate degree in philosophy at the University of Portsmouth. Dr Hunt is seen presenting the thesis to RPSGB president Christine Glover

Aspirin takers less aware of risk of gastric bleeding, according to research

Patients taking aspirin are less likely to know about the risk of gastric bleeding than those taking other non-steroidal anti-inflammatory drugs, research has shown.

A survey of patients admitted with an acute gastro-intestinal bleed to three Newcastle hospitals showed that five (19 per cent) of 26 patients taking aspirin and 45 (45 per cent) of the 100 taking another NSAID remembered being told of the potential adverse effects. Five of the aspirin-treated

patients recalled having been advised what to do if adverse symptoms developed, whereas 44 per cent of the other patients did so. Three of the aspirin-treated patients and 29 of the others had been given an information leaflet.

Most (77 per cent) of the aspirin patients were taking 75mg daily and none took more than 300mg a day. The median treatment periods were three years for aspirin (range three weeks to ten years) and four years for other NSAIDs (range one week to 20 years).

Verbal information, if any, had come from doctors rather than pharmacists.

Writing in the September *International Journal of Pharmacy Practice*, the researchers - Dr HIA Wynne and M Dorward, Royal Victoria Infirmary, Newcastle upon Tyne - recommend that doctors and pharmacists act together to ensure that patients are aware of the benefits and potential adverse effects of their aspirin therapy. Patients should be advised that if dyspepsia occurs they should stop taking

the drug and seek medical advice.

Possible reasons given for why patients are unaware of the risks are:

- treatment is likely to be added at the same time as other drugs on which clinicians may focus, or in hospital when the patient is less able to retain the information
- doctors and pharmacists may wrongly assume people know about aspirin's effects on the stomach
- generic products may not include information leaflets.



Stock up with the cold and flu brands that cover all your customers' needs. Because it's that Beechams time of year again.



Headaches, aches and pains, runny noses, coughs. It's that time of year again. And the perfect time to stock up with the most complete cold and flu care range available.

Your customers trust Beechams. And with a £5.6 million promotional programme supporting the brands this

winter, you can trust Beechams to deliver healthy sales and profits.

Make sure you stock up with the No. 1 grocery cold and flu brand.* Because sales opportunities like this should never be sniffed at.

Medical matters

Vaccine against meningitis C

Wyeth UK has developed a vaccine against meningococcal Group C disease, which means the Department of Health can begin the world's first national immunisation programme against the disease on November 1.

Meningococcal meningitis/septicaemia is the commonest cause of death in children aged one to five and is also one of the commonest causes of death in children and young people up to the age of 20. Groups B and C account for almost all cases in the UK with the proportion of Group C cases rising to over 40 per cent in recent years. The increase in the number of Group C cases has been most apparent in the older teenage group.

There were 1,530 cases of meningitis C in England and Wales last year and 150 deaths. In response to the increase in deaths associated with the disease, the DoH approached a number of vaccine manufacturers to develop a UK specific vaccine.

The new vaccine is available as a suspension for injection in single dose glass vials that should be stored in the fridge at 2-8 deg C. Before use it should be well shaken to obtain a homogeneous white suspension.

The vaccine will be offered first to 15-, 16- and 17-year-olds at the start of the school year, through school or college-based programmes. Immunisation of children attending for their first rou-

tine diphtheria/tetanus/pertussis/Hib and polio immunisation and for their first MMR immunisation will begin on November 29.

Dr Elizabeth Miller, at the Public Health Laboratory Service, which has co-ordinated trials of the new vaccine, cautioned: "It is important to remember that the new vaccine only confers protection against Group C disease. There are many other causes of the disease so it is vital that the public continues to remain vigilant for the signs and symptoms of meningitis."

More information on the immunisation programme is available on the following web site: www.doh.gov.uk/meningitis-vaccine.htm.

Lack of sleep can 'age' your body

Lack of sleep can have effects on the body similar to that of ageing, says research in *The Lancet*.

Researchers in Chicago conducted tests on 11 healthy young men who had their sleep restricted to four hours per night for six nights.

The volunteers were then allowed to sleep for 12 hours per night for six days and further measurements were taken.

Less than one week of sleep restriction in healthy young people produced significant changes in metabolic and endocrine function. Glucose tolerance was found to be lower, evening cortisol concentrations were raised and activity of the sympathetic nervous system was increased.

Decreased carbohydrate tolerance and increased sympathetic tone are well-recognised risk factors for the development of insulin resistance, obesity and hypertension. Raised cortisol concentrations in the evening are thought to be involved in age-related insulin resistance and memory impairments. The authors suggest that chronic sleep loss could increase the severity of age-related conditions such as diabetes and hypertension.

Since the beginning of the century the population of the more-developed world has cut back on sleeping times. 'Normal' average sleep duration has decreased from about nine hours per night in 1910 to about 7.5 hours, with some shift workers sleeping for fewer than five hours daily.

SSRI link with GI bleeding

Selective serotonin reuptake inhibitors (SSRIs) increase the risk of upper gastrointestinal bleeding, according to new research, published in the *British Medical Journal*. However, the absolute effect is moderate and about equivalent to low dose ibuprofen.

Using the UK general practice research database, researchers identified cases of upper GI bleeding and ulcer perforation, then checked for use of SSRIs or other antidepressants and matched these patients with controls.

Current exposure to SSRIs was identified in 3.1 per cent of patients with upper GI bleeding, but only in 1 per cent of controls. This figure was not modified by sex, age, dose or duration of therapy. None of the groups of antidepressants was associated with ulcer perforation.

However, the concurrent use of SSRIs with non-steroidal anti-inflammatories increased the risk of bleeding over and above the sum of their independent effects.

In an editorial in the same issue, Alain Li Wan Po, director of the Centre for Evidence-Based Pharmacotherapy at Aston University, says greater caution is probably warranted in co-administering NSAIDs and serotonin reuptake inhibitors, including clomipramine, particularly with patients with risk factors for upper GI bleeding.

He also points out that over the counter antihistamines such as chlorpheniramine and diphenhydramine, which binds to the serotonin transporter and shows selectivity towards it, and COX inhibitors such as aspirin and ibuprofen, are widely used.

Women over 50 blasé about health

Four in ten women aged over 50 are unconcerned about the long-term health risks they face after the menopause, according to a new survey.

Over 900 women were asked: 'Which, if any, medical conditions are you concerned about with regard to your longer-term health after the menopause?' Only one in five answered 'osteoporosis or bone thinning', heart disease was only a concern for 14 per cent and breast cancer for 15 per cent.

Almost all GPs (98 per cent) recognise this lack of concern as a major hurdle when trying to advise women on prevention and treatment options.

It is particularly worrying in view of the actual risks. In the UK one in three women over 50 will suffer from osteoporosis. One in five deaths in women is caused by coronary heart disease, and postmenopausal women account for 80 per cent of all breast cancer cases.

The survey was launched to coincide with the second birthday of the Fab After Fifty campaign. This consumer health education campaign, supported by a grant from Lilly Women's Health, encourages women, especially menopausal women, to be more proactive about their health.



IN BRIEF

Genotropin Miniquick

Pharmacia & Upjohn is launching Genotropin Miniquick in five strengths - 0.6iu (0.2mg); 1.2iu (0.4mg); 1.8iu (0.6mg); 2.4iu (0.8mg); 3iu (1mg), available in packs of seven at basic NHS prices of £30.60, £61.20, £91.75, £122.35 and £152.95 respectively. Pharmacia & Upjohn Ltd. Tel: 01908 661101.

Lagap Nystatin

Lagap Pharmaceuticals is launching a sugar-free formulation of Nystatin. The oral suspension contains 100,000iu of Nystatin activity per ml. A 30ml bottle has a basic NHS price of £2.05.

Lagap Pharmaceuticals. Tel: 01420 478301.

Product transfers

Glaxo Wellcome is transferring the Product Licences and responsibility for sale, marketing and distribution of Efcartesal Injection and Prednesal Tablets in the UK to Saverign Medical, a division of Waymade Healthcare plc. From November 1 all orders and inquiries for these products should be addressed to:

Saverign Medical. Tel 01268 535200.

Understanding Breast Disorders

'Understanding Breast Disorders' is the latest title in the Family Doctor series of health information books, published in association with the British Medical Association. It covers self-examination and breast screening, breast pain and infection, lumps and cysts, and breast cancer and retails at £2.49.

Family Doctor Publications. Tel: 01295 276627.

Superheroes website

A new website sponsored by Biaglan Laboratories is aimed specifically at teenage acne sufferers. The non-promotional website - 'The Academy of Acne' - features action graphics of the dynamic duo Ben and Eric from the company's Benzamycin advertisements. The site also features slides of different grades of acne to help sufferers identify the severity of their condition, frequently asked questions, and links to other relevant sites such as the Acne Support Group. The site can be found at www.stapsots.net

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an exciting new concept in eyecare

- Zi's audience is new - style conscious women with active lifestyles.
- Zi is safe for frequent use anytime, anywhere.
- Zi contains natural camphor to cool, refresh and aquafy in an instant.
- Zi packaging is innovative and funky.
- Zi's ad spend is massive - £3m on TV and woman's press
- Zi is the first in an exciting range of eyecare products from Rohto.

Be the first to profit from the Zi sales opportunity.

To order Zi contact BISM on 01344 741160.



new **zi** cooling revival for eyes



Counterpoints



Freeze out warts and verrucas

Wartner is a new one-stop treatment for warts and verrucas that works in a similar way to liquid nitrogen.

The Wartner pack comprises an aerosol spray containing dimethyl ether and propane and a pack of sponge applicators. An information leaflet gives instructions for use.

The applicator is saturated with the dimethyl ether and then placed on the wart or verruca for a maximum of 20 seconds to freeze it. A slight stinging sensation is felt, but this disappears quickly.

A blister then forms and, after about ten days, the frozen skin, complete with wart or verruca, falls off. New skin will have formed under the blister. If necessary, the treatment may be repeated after ten days, but Wartner should not be used on the same site more than three times.

The product, which is made in The Netherlands and distributed in the UK by Passion for Life Products, is for

external use only and should not be used on children under four years old.

One pack may be used for up to ten treatments and retails at £9.95.

Passion for Life.

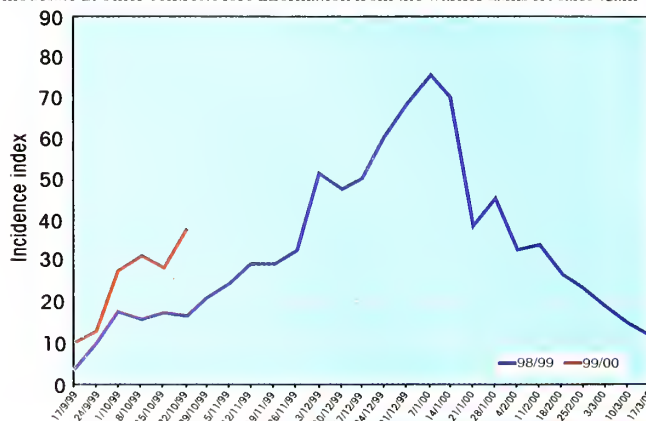
Tel: 0181 964 9944.



Cough, cold & flu FORECAST

Information updated weekly by SDI

Bristol and Norwich moved to 'pre-alert' status this week as the incidence of colds and respiratory illness continued to rise again after last week's downturn. Cough (51 per cent) and nasal congestion (40 per cent) are the most frequently reported symptoms. In all areas coughs and colds are more prevalent than at this time last year. Cumulative season-to-date differences vary from 285 per cent in Norwich to 22 per cent in Newcastle (national average 88 per cent). The risk of respiratory illness is now high in Birmingham, Bristol, Leeds, Manchester and Norwich, and remains moderate in other centres. More information from the Warner Lambert sales team



SPONSORED BY

Benylin

MARKET STATUS

ADVISORY

SB invests £10m to help the quitters

SmithKline Beecham is aiming to help make it a smoke-free millennium with a £10 million campaign in support of Niquitin CQ.

The marketing support programme includes a £5m spend on TV plus additional print advertising. A pharmacy press campaign continues until March.

Consumer print ads in national newspapers and magazines roll out in mid-November and continue until January, while the TV campaign runs from mid-December until March to help quitters through the first few crucial months. Both campaigns acknowledge the difficulty of giving up. Supporting the advertising is a consumer PR campaign along with educational advertising and promotions for pharmacists focusing on the benefits of Niquitin CQ and

the Committed Quitters Stop Smoking Plan. Pharmacy PoS material includes banners, leaflets and dispensers, plus giant packs for window displays.

Elizabeth Denny, senior product manager for SB, said: "We believe that the new millennium could signify a record number of quit attempts, possibly making this one of the greatest health gain periods ever. Our £10m marketing commitment is there to ensure that we drive these committed quitters into the pharmacy for advice and that the pharmacist has everything that he or she needs to offer these potential quitters their best chance yet to become ex-smokers."

SmithKline Beecham Consumer Healthcare.

Tel: 0181 560 5151.



Finger Cracks added to Compeed range

Coloplast is adding Compeed Finger Cracks to its range of moist wound healing plasters.

Compeed Finger Cracks (rsp £3.69, ten) protect and heal wounds and cracks on fingertips. The specially shaped plasters absorb moisture from the skin and form a buffer that softens dry skin and creates optimum conditions for pain relief and healing. They also provide pressure relief.

More than one in ten of the population treat their finger cracks at least four times a year. And two-thirds have finger cracks for more than five years, claims Coloplast. Causes include frosty weather, dry climates, central heating and paper cuts.

The launch will be supported with press advertising and sampling.

Coloplast Ltd.

Tel: 01733 392000.

NEW LOOK, CONTINUOUS



INNOVATION

Innovation is key to our future and that of independent pharmacy. Hence our exceptional track record of leading the market with the introduction of new technology and marketing schemes. Prosper, the first electronic ordering system, our Retail Finance support, the Moss Advisory Service, Tactician the first geodemographic marketing program for pharmacy and the introduction of our own intranet and internet facilities. Our commitment to keep independent pharmacy at the forefront of retailing is reinforced by our highly successful Community Pharmacy Initiative. Innovation is looking forward. It's a key part of UniChem's long term plan.



UniChem
Delivering Healthcare

INNOVATION

UniChem Ltd., UniChem House, Cox Lane, Chessington, Surrey KT9 1SN. Tel: 0181 391 2323.

Itching for relief? E45 has the answer

New E45 Itch Relief Cream has a dual-action formula, with lauro-macrogols and urea, to rehydrate dry, irritated skin and soothe the itch.

Crookes Healthcare says the new cream offers rapid relief from the itch of eczema and can also be used to treat pruritis, dermatitis and scaling skin conditions. It should be applied twice a day.

E45 Itch Relief Cream is in 50g tubes and retails at £3.29.

Crookes Healthcare.
Tel: 0115 953 9922.

In condition with tea tree oil



safe & sound
Personal Care

Paul Murray has added Tea Tree Conditioner to its Safe & Sound range.

The conditioner complements Safe & Sound Tea Tree Shampoo and can be used on all hair types. It is formulated with antiseptic tea tree oil to help prevent dandruff, reduce static build-up, maintain moisture balance and leave the hair soft, shiny and manageable.

The new conditioner (rsp £2.49 for 250ml) is aimed at schoolchildren and can be used in conjunction with a nit comb to help detect head lice before treatment with an insecticide-based lotion or shampoo.

A vac-form display unit is available at a trade price of £44.82 and this contains 12 bottles of Tea Tree Shampoo and six bottles of Tea Tree Conditioner (rsp £2.49 for 250ml).

Paul Murray plc.
Tel: 023 8026 8444.

Supplementary benefits from France

French supplements manufacturer Yves Ponroy is launching six products to UK pharmacists and health food retailers.

The leading product in the sales programme is Effidigest, a supplement containing powdered lemon, lactic fermenting agents, yeast and natural flavourings. Yves Ponroy's new UK division says the product is designed to aid digestion and relieve bloating and heaviness.

Also being promoted are Nutricap for hair and nails; Gastroconfort, an aluminium-free gel which the company says helps avoid stomach discomfort; Veinoconfort, with vitamins, proteins and trace elements, which is designed to help ease

tired, heavy legs; Force G, with ginseng, ginger and guarana; and Menobiol, which is targeted at women at the menopause.

The products are being marketed by Ceuta Healthcare and Yves Ponroy is supporting them with consumer advertising, PR and PoS material.

Ceuta Healthcare.
Tel: 01202 780558.



Eye-catching revamp for Brolene

Brolene Eye Drops and Ointment have a brand new look.

While product formulations are unchanged, the packaging now features a more modern eye motif and uses silver on a white background.

Brolene, for bacterial conjunctivitis, styes and blepharitis, commands 80 per cent of the anti-infective eye category and both the drops and ointment are suitable for children. The active ingredients are propamidine isethionate in the drops

(rsp £3.95, 10ml) and dibromopropamide isethionate in the ointment (rsp £4.15, 5g).

Rhône-Poulenc Rorer.
Tel: 01732 584000.



UniChem's deal on winter remedies

UniChem has extended the discount deal on its own-brand winter remedies until the end of November.

Customers ordering ten cases of GSL and ten cases of P line products from the range will receive a discount of up to 30 per cent.

The discounted remedies include analgesics such as ibuprofen, aspirin and paracetamol, UniChem Bronchial Mixture and Vapour Rub.

UniChem.
Tel: 0181 391 2323.

IN BRIEF

Cyber cafes log on to Locketts
Locketts is launching its web site at the Cyberia Cafe in Edinburgh on Monday, following launches in London and Manchester. The web site, www.doubleaction.co.uk, gives advice on colds and entertains sufferers.

Mars Ltd.
Tel: 01753 550055.

Datamonitor on the internet
Datamonitor has launched a new web site, www.datamonitor.com, giving clients access to its whole portfolio.
Datamonitor.
Tel: 0171 316 0001.

NICOTINELL® MINT 1mg LOZENGE

Presentation: Nicotine lozenge contains 1mg nicotine, with a mint flavour.

Indications: Treatment of nicotine dependence, as an aid to smoking cessation. **Dose**

and Administration: Stop smoking completely when starting treatment. Suck

lozenge when the user feels the urge to smoke.

Normally, 8-12 lozenges per day, up to a maximum of 25 lozenges per day.

After 3 months, the user should gradually

down the number of lozenges sucked. Avoid acid drinks 15 minutes before sucking

lozenge. **Contra-indications:** Non-smokers, occasional smokers, people under 18 years.

As with smoking, Nicatinell is contra-indicated during acute myocardial infarction, unstable

or worsening angina pectoris, severe cardiac arrhythmias, recent cerebrovascular accident.

pregnancy and breast feeding. **Precautions:**

Hypertension, stable angina pectoris,

cardiovascular disease, occlusive peripheral vascular disease, heart failure, hyperthyroidism.

diabetes mellitus, renal or hepatic impairment, peptic ulcer or gastric irritation. Keep out of reach of children at all times. **Side effects:**

Smoking cessation causes many withdrawal symptoms. Events which may be related to

smoking cessation include headache, dizziness, disturbances and gastro-intestinal disturbances.

May cause throat irritation, hiccuping, indigestion or heartburn. **Interactions:**

Smoking may increase the metabolism of some medicines. The dosage of these medicines may require re-tailoring on smoking cessation. **Legal Category:** P. Retail Price

Product Licence No: (PL 0030/014) 100 packs of 12 £2.99, packs of 36 £7.49, packs of 96 £15.99. **PL Holder:** Nicotinell Consumer Health, Wimblehurst, Harsham, West Sussex, RH12

Date of Preparation: August 1999.

FEEL



FREE

TO MAKE A MINT WITH NICOTINELL'S BRAND NEW SUGAR-FREE LOZENGE

New, unique and innovative sugar-free alternative for quitting without chewing.

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For further information contact Novartis Consumer Health on 01403 323953

www.nicotinell.co.uk

What makes Tixylix® No. 1 for sales?



Mums can see it on TV (when they get a chance!)

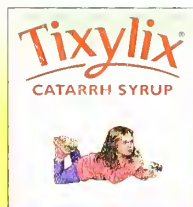
We know how important your advice is to Mums worried about children's coughs and colds.

That's why to ensure that Tixylix stays No.1 our TV commercial works hard to bring Tixy mums into your pharmacy. This year we're investing **£2 million in national TV support for the brand.**

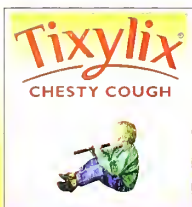
And, with the widest range, it's no surprise that Tixylix is still outperforming every other children's cough range.

Stock up now by calling our customer care hotline on 01403 323953.

Recommend Tixylix – It's specially made for children



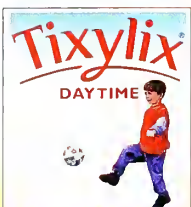
Diphenhydramine
Menthol



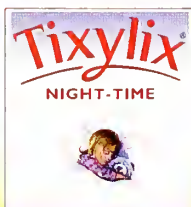
Guaiphenesin



Pholcodine
Pseudoephedrine
Chlorpheniramine



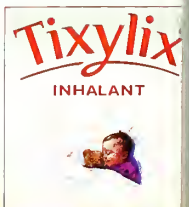
Pholcodine



Pholcodine
Promethazine



Pholcodine
Promethazine



Menthol, Camphor
Eucalyptus
Turpentine Oil

Visit our website at: www.tixy.co.uk

Novartis Consumer Health, Wimbleshurst Road, Horsham, West Sussex RH12 5AB. Tel. 01403 210211.

Pain advice, backed by Ibuleve range



The new back pain leaflet and poster from the Chartered Society of Physiotherapy has been sponsored by Ibuleve.

The A2 poster has the headline: 'Did you know? At least six out of ten of us will have back pain at some point in our lives. Don't become a statistic, look after your back'.

The leaflet advises on how to prevent back pain and contains a step-by-step guide to exercises to

help stretch and strengthen the back.

The posters and leaflets will also be available to Chartered Society of Physiotherapy members, who practise in GP surgeries, hospitals and clinics. Copies are available from Ibuleve representatives, or by calling Stephanie Hancock on 01923 205720.

DDD Ltd.
Tel: 01923 229251.

Winter campaign for Selenium-ACE

Wassen International is launching a £500,000 advertising campaign for its selenium supplement, Selenium-ACE.

The campaign will last six months, with adverts in women's titles including *Woman's Journal*, *Essentials*, *Family Circle* and *Prima*. It aims to build on the media interest generated by new research supported by the Cancer Research Campaign for which Wassen is a key sponsor.

The adverts highlight the benefits

of Selenium-ACE in maintaining a healthy immune system and alert consumers to the fact that levels of selenium in the diet have fallen by almost 50 per cent in recent years.

Selenium-ACE is available in 90-day packs (rsp £8.95) and 30-day packs (rsp £3.95). Trade prices are £30.47 and £13.45 respectively for an outer of six.

The Jenks Group.
Tel: 01494 442446.

Tests show Wind-eze is a fast worker

Stafford-Miller reports that new laboratory tests show no trapped wind remedy works faster than Settlers Wind-eze.

The company also says that Wind-eze, with simethicone, contains more active ingredient than any other product in the category. The product is available as tablets or liquid filled gel capsules and both variants may be taken during pregnancy.



Stafford-Miller.
Tel: 01707 331001.

Snoozing without snoring?

Munro Wholesale Medical Supplies has been chosen to distribute Snorecezz, a new blend of essential oils designed to inhibit or stop snoring.

Five drops of Snorecezz should be diluted in a tumbler of lukewarm water to form a gargle to be taken just before going to bed. The packaging warns consumers not to swallow the mixture.

Snorecezz retails at £5.15 for a 5ml bottle, which should last four weeks.

The launch is being supported with regional TV advertising and PR and distribution starts on November 14. Munro Wholesale Medical Supplies sees pharmacy as the prime market for the product.

Munro Wholesale Medical Supplies.
Tel: 01355 243091.

Hartmann takes the pressure off

Pharmacists ordering any one of the Hartmann blood pressure monitors will receive a 'Christmas bonus' of two Hartmann digital thermometers (rsp £5.99 each), a window or counter display, a dispenser containing 30 consumer information leaflets and a Christmas pouch for the blood pressure monitor. The offer is valid until December 31.

Triguard.
Tel: 01293 404136.

Driving Christmas Day sales

Duracell is again running its Christmas Day telephone helpline for consumers needing batteries.

The Duracell Millennium Dial-A-Cell service tells consumers where they can find a Duracell stockist open on Christmas Day. Retailers who wish to take part and be included on the list should register by calling 01892 773100 before December 10.

Those who registered last year will be included automatically.

Duracell (UK) Ltd.
Tel: 0181 560 1234.

ABBREVIATED PRODUCT INFORMATION.

Tixilyx Catarrh Syrup Contains 7 mg Ophenhydramine Hydrochloride BP and 0.55 mg Menthol BP in 5 ml. For the relief of chesty coughs, catarrh and nasal congestion. **Dosage:** Children 1-5 years 5 ml, children 6-12 years 10 ml. Administer four times a day. Not for children under 1 year of age. **CI:** Hypersensitivity, acute porphyria. **Precautions:** Caution in conditions aggravated by anticholinergic therapy, severe liver disease, severe kidney disease, severe lung or heart disease, asthma, thyroid disease or depression, hepatic failure. **SE:** Sedation is the most common effect. Occasionally, allergy, anaphylaxis and anticholinergic effects, tremors, paradoxical excitability, rash. **Interactions:** Tricyclic antidepressants, hypnotics, anxiolytics or antihistamines. **[P].** PL 0427/0049. **PL Holder:** Rosemont Pharmaceuticals, Braithwaite Street, Leeds. **Tixilyx Night-Time / Tixilyx Night-Time SF** Original and sugar-free linctuses containing 1.5 mg Promethazine Hydrochloride BP and 1.5 mg Pholcodine BP in 5 ml. For the symptomatic relief of cough and colds in children; especially useful for irritating night cough. **Dosage:** Administer two or three times a day. Children 1-2 years 2.5 ml, children 3-5 years 5 ml, children 6-10 years 5 to 10 ml. **CI:** Hypersensitivity. **Precautions:** Caution in asthma, cardiovascular disease and epilepsy. If symptoms persist for more than 7 days consult a doctor. **SE:** Orowsiness can occur but this is not considered an undesirable effect. Other effects could include dry mouth, headache, fatigue, dizziness, palpitations, stomach upset and rash. **Interactions:** Alcohol, tricyclic antidepressants, hypnotics, anxiolytics, antihistamines or opioid analgesics. **[P].** PL 0030/0080 & PL 0030/0081. **Tixilyx Inhalant** Contains 25 mg Menthol BP, 20 mg Eucalyptus Oil BP, 60 mg Camphor BP and 50 mg Turpentine Oil BP per capsule. For the relief of head colds, catarrh, flu and hayfever.

Administration: Babies 3 to 12 months: sprinkle contents onto a handkerchief. Place out of reach of the baby. Children 1 year and over: sprinkle onto bed-linen, pillow or night-wear at night. Tip the contents of one capsule into a pint of hot water and inhale the vapours. Always use under parental supervision. **CI:** Hypersensitivity.

Precautions: For external use only, avoid direct contact with the skin, eyes or nostrils. **GSL.** PL 0030/0083. **Tixilyx Daytime** Contains 4 mg Pholcodine Ph Eur in 5 ml. A cough suppressant. **Dosage:** Administer six hourly as required. Children 1-2 years 2.5 ml, children 3-5 years 5 ml, children 6-10 years 5 to 10 ml. **CI:** When cough suppression is inadvisable. **SE:** Nausea and drowsiness. **[P].** PL 0030/0090. **Tixilyx Chesty Cough** Contains 50 mg Guaiphenesin Ph Eur in 5 ml. Relief of chesty coughs, hoarseness, and sore throats. Helps loosen mucus to make breathing easier.

Dosage: Administer 4 hourly. Children 1-2 years 2.5 ml, children 3-5 years 5 ml, children 6-10 years 5 to 10 ml. **Precautions:** Should not be taken with a cough suppressant. **GSL.** PL 0030/0082. **Tixilyx Cough and Cold** Contains 20 mg Pseudoephedrine Hydrochloride BP, 2 mg Chlorpheniramine Maleate BP and 5 mg Pholcodine Ph Eur in 5 ml. Cough suppressant and decongestant. **Dosage:** Administer six hourly as required. Do not exceed three doses in 24 hours. Children 1-2 years 2.5 ml, children 3-5 years 5 ml, children 6-10 years 5 to 10 ml. **CI:** Hypersensitivity, tachycardia and severe cardiac disorders. Those taking MAOIs or who have taken MAOIs in the last two weeks. Not recommended during an acute asthmatic attack.

Precautions: Caution with epilepsy, severe diabetes mellitus, hyperthyroidism and hepatic insufficiency. **SE:** Orowsiness can occur but this is not considered an undesirable effect. Other effects could include dry mouth, headache, fatigue, anxiety, restlessness, dizziness, stomach upset, palpitations, tachycardia and rash. **Interactions:** MAOIs, tricyclic antidepressants, hypnotics, anxiolytics, antihistamines, decongestants, or opioid analgesics. **[P].** PL 0030/0089. **Retail prices** - 1. £2.89. 2. £2.09. **PL Holder** - NOVARTIS Consumer Health, Wimblesbury Road, Horsham, West Sussex RH12 5AB.

Fujifilm sets up a snappy Christmas



Fujifilm has put four of its cameras into special Christmas gift sets.

The company says the Fujifilm Fotonex 20 and Fotonex 60 models offer an ideal introduction to Advanced Photo System photography and feature built-in autoflash with red eye reduction. The Fotonex 20 set (rsp £27.99) incorporates a focus-free Fujinon 24mm lens and the Fotonex 60 set (rsp £39.99) offers autofocus. Each gift set includes two rolls of film, batteries and a coloured camera case.

The new Clear Shot 10Auto and 50AF are both easy-to-operate 35mm cameras with large viewfinders. The 10Auto is focus-free and the 50AF has infrared active autofocus. Both have built-in auto flash with red eye reduction and come with a roll of Fujicolor Superia film, batteries and a case. The 10Auto gift set retails at £29.99 and the 50AF at £39.99.

Trinity Sales & Marketing,
Tel: 01483 225691.

ON TV NEXT WEEK

Askit: GTV, GMTV, C4, C5

Alberto Culver Advanced V05:
LWT, C4, C5, Sat

Colgate Actibrush: A, W, M, LWT, CAR

Rennie Duo: All areas plus C5

Sensodyne toothpaste: All areas

Zovirax: LWT, ITV, C4, C5, Sat

A Anglia, **B** Border, **C** Central, **C4** Channel 4, **C5** Channel 5, **CAR** Carlton, **CTV** Channel Islands, **G** Granada, **GMTV** Breakfast Television, **GTV** Grampian, **HTV** Wales & West, **LWT** London Weekend, **M** Meridian, **Sat** Satellite, **STV** Scotland (central), **TT** Tyne Tees, **U** Ulster, **W** Westcountry, **Y** Yorkshire

Palmolive expands personal care range

Two new bath and shower products from Colgate-Palmolive are designed to broaden brand appeal with products to address the specific needs of particular consumers.

Palmolive Moisturising Body Wash is positioned as a premium product with extra moisturising benefits and targets women, while Palmolive Active Shower is aimed at the sports and unisex sports toiletries sectors.

Palmolive Moisturising Body Wash (250ml) is presented in a waterproof drawstring bag with a body puff and there are two variants. Natural Cotton Extracts is a creamy wash with a light fragrance designed to appeal to younger women, while Natural Almond Extracts is a nourishing peach wash aimed at women over 30. Both contain vitamin E and retail at £3.29.

Palmolive Active Shower is a unisex variant with a pH neutral formula containing natural sea minerals. It has a fresh, sporty fragrance and



retails at £1.99 for 250ml.

Both new products are being supported with national radio promotions, poster campaigns, reader offers, advertorials and in-store promotions.

Colgate-Palmolive,
Tel: 01483 302222.

It's a gift, with Kodak TV campaign



Kodak starts its Christmas campaign on November 15 with a new 30-second TV advert that features the Advantix Millennium Edition gift packs.

The £2 million campaign is on screen until Christmas Eve and it emphasises how easy it is to use the cameras, with one scene showing a little girl taking a photo of her parents

with their new twins. The TV campaign is backed by PR and consumer press activity.

Kodak says nearly 40 per cent of Advanced Photo System cameras were sold in December last year, underlining the importance of the Christmas sales period.

Kodak Ltd,
Tel: 01442 261122.

Sporty sunglasses stay steam-free

Sunglasses manufacturer FosterGrant has introduced new airflow technology to its Sportif range, so the lenses won't steam up.

The air-flow lenses are fixed away from the frame, avoiding the build-up of perspiration on the inside of the

lenses, which can hamper vision.

The Sportif range is designed for sports such as skiing. Prices range from £19.99 to £34.99, with the air-flow design at £24.99.

FosterGrant,
Tel: 01782 833033.

Defence initiative targets central London

Women working in London are the target of next week's sampling campaign for Clairol's Daily Defense range of shampoos and conditioners.

The promotion coincides with a press advertising campaign and a poster campaign at mainline stations in central London.

Sampling teams will be looking out for women aged 20 to 45 at railway and underground stations, on bus routes and in other busy areas. They will give out 30,000 product samples, postcards and entry forms for a consumer competition with the chance to win one of 40 Daily Defense winter survival kits. The kits contain a silver-grey bodywarmer, rucksack and purse, an umbrella and a full set of Daily Defense products. There are branded umbrellas for 200 runners up.

Clairol Daily Defense is designed to protect hair from environmental and styling stresses.

Bristol-Myers,
Tel: 01895 628000.



Junior Macare goes soft on Christmas

Eleven new soft toys form the Junior Macare Christmas Millennium Collection.

The new range consists of backpacks, waist bags, animal wrist purses, puppets, beanies, large honey toys, shaggy patch toys, cosy cubs and large and small animal toys in a variety of designs including frogs, bears, pigs, pandas, koalas, monkeys, ducks, rabbits and moles. The toys are made from high quality acrylic plush, terry towelling and velboa velour and retail at prices from £1.99 to £9.99.

Paul Murray plc,
Tel: 023 8026 8444.

It's true. Nurses are totally dedicated.



**Dedicated to pharmacies. Dedicated to driving
your cold and flu sales.**

Night Nurse and Day Nurse are the cold and flu brands that will help maximise your profits over the coming months.

With eye-catching new packaging and a £2 million advertising campaign, 'Nurses' are going to be more

popular than ever this winter.

So make sure you stock up with the No 1 pharmacy only cold and flu brand. And get a pair of 'Nurses' working hard for your business.

Source: AC Nielsen. Night Nurse and Day Nurse are registered trade marks of SmithKline Beecham.

THE NO.1 PHARMACY ONLY COLD AND FLU BRAND.

The fragrance market has become price sensitive following a revolution in the way retailers view the product. Sarah Purcell wonders if the pharmacy can compete with the supermarket

Discounting makes sense



During the past decade, the way fragrances are sold has changed dramatically. Once the territory of department stores and pharmacies, now you can buy Chanel No 5 with your baked beans, and at supermarket prices too. We've seen the emergence of specialist discount stores like The Perfume Shop that have challenged the might of the powerful fragrance houses and sold fragrances at heavily discounted prices. And while, at first, the manufacturers refused to acknowledge them, many now do business directly with these outlets.

We've seen Boots go from strength to strength – its 29 per cent share of the market is now rivalling department stores' 33 per cent.

So where does this leave the pharmacy? Can it, or indeed should it, compete for a slice of this market? We spoke to manufacturers and retailers.

At a discount

It might help to understand the market now if we look at how price cutting has changed the face of fragrance retailing in the UK. In 1992, Superdrug challenged the right of manufacturers to sell fragrances where they wished and referred their case to the MMC. Although the ruling was in favour of the fragrance houses, Superdrug had already started sourcing from the grey market. Others followed suit, and cut-price outlets such as The Perfume Shop were born.

Grocers wanted a slice of the action too, and Asda and Tesco gained considerable media coverage when they began cutting perfume prices.

But department stores and pharmacies have suffered. While department stores still account for the majority of fine fragrance business, their share has declined, while pharmacy share has remained static at 11 per cent for the past two years.

"Price discounting has had an impact on the mass market, but this hasn't been as acute as at the premium end, since our prices are already accessible," says Chris Brown, brand manager at Coty.

When your customers realise that they can buy the same fragrances at a fraction of the cost elsewhere, should

you try to compete or risk losing sales? M&N Traders exist to supply independent pharmacies with cut-price fine fragrances. Managing director Narinder Kohli says: "Pharmacies have to compete on a price level – the days of selling full-price fragrances are over as people now know there are better deals available. But a lot of pharmacists still don't realise they could sell discounted fragrances too."

The problem, says Mr Kohli, is that pharmacists are so busy they haven't the time to invest in sourcing or advertising. M&N Traders' service includes customised leaflets on cut-price fragrances in the pharmacy. "If you are going to discount fragrances, then you've got to let your customers know about it," he says.

The Garden Pharmacy in Covent Garden has one of London's largest ranges of fragrances and does very well. It doesn't cut its prices as it believes the key to its success is creating the right atmosphere.

"Deciding whether to cut prices will, of course, depend on the location of your pharmacy," says manager Harry Ganz. "But there aren't vast margins to be made on fragrance in the first place."

Dennis Marks pharmacy in Stratford-upon-Avon prides itself on its fragrance business, but doesn't cut prices either. "It does, of course, depend on where your pharmacy is, but I believe independents have to compete on various levels, in particular the service you give and the ranges you carry. You can compete by stocking some of the smaller brands and a full range of sizes."

Self-selection?

If you've taken a trip to the new Bluewater shopping centre near Dartford, you'll have noticed that most of the perfume counters, including Boots, now allow self selection of fine fragrances. "We're trying to make browsing and testing, which are so important with fragrances, more accessible to people who might be wary of perfume counters and sales advisers," says a marketing manager at Boots. "So far the feedback has been positive." So

Continued on P22 →

Prescribing Information
E45 Itch Relief Cream
E45 Itch Relief Cream contains lauro-macrogols 3% w/w and urea 5% w/w. **Usage:** Pruritus, eczema, dermatitis and other skin conditions where an antipruritic and/or hydrating effect is required. **Dosage and Administration:** Adults, the Elderly and Children: E45 Itch Relief Cream applied to the affected area.

Contra Indications: Patients with known hypersensitivity to any of the ingredients. It should not be used to treat acute erythroderma, acute inflammatory, oozing or infected skin lesions. **Special Warnings and Precautions for use:** May cause irritation if applied to broken or inflamed skin. It should not be used on the breasts immediately prior to breast feeding during lactation. **Undesirable Effects:** Burning sensation, erythema, pruritus or the formation of pustules. Cases of allergy have been reported.

Package Quantities: Tubes containing 30g. **Cost:** £3.29 (NPS). **Legal Category:** GSL.

Product Licence Number: 00327/0122
Product Licence holder: Crookes Healthcare, Nottingham, NG2 3AA.

Date of Preparation: July 1999.
References: 1. The Independent Community Pharmacist 1999; April: 52.
2. Freitag G & Honninger T. Curr Med Res Opin 1996; 13 (9): 529-537.
3. Vieluf D, Matthies C, Ring J. Z Hautkr 1992; 67 (9): 816-821.
4. Wolff HH et al. Data on file, Crookes Healthcare 1998.

A calming effect when eczema gets really itchy

People with eczema say the worst symptom of their condition is the itch; it affects almost all of their lives.¹ Now you can put them at ease with a new OTC recommendation E45 Itch Relief Cream.

As well as rehydrating dry, irritated skin,² E45 Itch Relief Cream is formulated with a soothing anti-pruritic. This dual action is clinically proven to calm the itch and help prevent scratching.²⁻⁴

So recommend the calming effects of E45 Itch Relief Cream. It helps make itchy eczema easier to live with. For everyone.

NEW

NEW DERMATOLOGICAL
E45 Itch Relief Cream

Lauro-macrogols, urea
At ease about eczema

→ Continued from P20

far, Boots is limiting the open display to Bluewater and Manchester, but may consider how to adapt the concept to other stores.

Harry Ganz at the Garden Pharmacy still keeps fragrances behind the counter. "Few pharmacies can afford to lose stock, and it's much easier to get away with theft in a pharmacy than in a department store, where security is much tighter," he says. "I think as long as your stock is clean and well displayed, keeping it behind the counter shouldn't deter sales."

At Dennis Marks Pharmacy, Mr Marks keeps his fragrances behind the counter too. "As long as your staff offer a good personal service, this shouldn't be a problem," he believes.

Boost your business?

The key to a successful fragrance business has to be a good display and a creative use of point of sale material. "Always make sure your display is well stocked, as no-one likes purchasing from a depleted shelf," says Harry Ganz.

Personal service is a huge advantage, yet many pharmacies underestimate its power. "Use people's names wherever you can as it makes them feel special," says Harry Ganz.

Around 40 per cent of fragrance sales are made at Christmas - but Valentine's Day, Mother's Day and Father's Day are all gaining importance in the fragrance calendar.

Carrying gift sets and gift-with-purchase offers is another important weapon - cut price outlets simply don't offer these.

Spotting the trends

There will be a return to naturals in the millennium, says Samina Khan at CPL Aromas. "This is a backlash against the high-tech environment and represents a craving for simple, natural things once more." We'll see a comeback of warm woody notes, rich spicy scents, amber and mossy elements. We'll see more of the single note fragrances, such as the new *Hiris* by Hermes, based on iris, and *Lily* by Dior.

Many of the new fragrances claim mood-enhancing properties - Lancôme's *Aromatonic*, Shiseido's *Relaxing and Energising* as well as Clinique's *Happy*. However, at Quest International business development manager Sacha Borodinski believes these trends apply mainly to feel-good splashes. "With the real fragrances, I think people are less concerned about mind/body benefits," he says.

While cKone was the fragrance of the 1990s, we're already seeing a move back to his and her fragrances, says Sacha Borodinski. "We're seeing fragrance houses launch a couple of



Hugo Boss

fragrances simultaneously, rather than one following the other, and a move away from unisex brands."

The popularity of light green florals seen in recent years is starting to wane, and we're seeing more voluptuous fragrances gaining ground. "The oriental florals are becoming popular once more, such as *Hypnotic Poison*, as well as the transparent orientals like *Azure* and *Angel Innocent*," says Sacha Borodinski. "We're also seeing a return of the aldehydic florals, like *Noa* and *Dazzling Silver*."

Trends in male fragrances tend to be longer-lasting, and the wave of new freshness fragrances which began with *New West* and *Cool Water* in the

early 1990s still dominates.

At Coty Chris Brown has noticed a trend to sports labels in women's fragrances, such as its own *Adidas Woman*. "We're seeing more women in sport and fitness - some 59 per cent of women now visit a gym every week - and the advertisers are taking note of this," he says.

And what about millennium fever? "I think we'll see clean, modern fragrances, as well as heritage-based scents as people remember the past decade," says Chris Brown. "However, I think manufacturers are cautious about associating themselves too closely with the millennium as it will be so short-lived and there's such hype we may all be fed up with it by then."

Female fine fragrances: £333m
Female mass fragrances: £129m
Male fine fragrances: £182m
Male mass fragrances: £78m
(Source: Mintel July & Aug 1999)

Top female fine fragrances

Chanel Na 5
cKane
Anaïs Anaïs
Pleasures
Laulau
Opium
Allure
Dune
(Mintel July 99)

Top female mass fragrances

Charlie
L'Aimant
Exclamation
Quiddity
White Musk
Vanderbilt
Tweed
Sa?
Panache
(Mintel July 99)

Top male fine fragrances

Jazz
Kauras
Aramis Classic
Eternity
Paca Rabanne
Pala
Fahrenheit
Huga
Tammy
Safari
(Mintel Aug 99)

Top male mass fragrances

Lynx
Old Spice/Whitewater
Brut
Gillette Series
Addiction
Adidas
Aquatonic
Legendary Harley Davidson
(Mintel Aug 99)

Consumer trends

Gifts still account for a large proportion of fragrance sales, with a third of respondents in a recent Mintel survey saying they usually receive fragrance as a gift. At Coty, Chris Brown says some 40 per cent of its business is done over the Christmas period.

Duty free shops have traditionally been an important outlet for fine fragrance house, and their abolition this summer could result in increased High-Street sales, says Mintel.

...must work round the clock.

Think cold relief, think **Benylin Day & Night**. Only Benylin Day & Night provides 24 hour cold relief by combining non-drowsy day-time tablets for on-the-go relief, with special night-time tablets that ease symptoms and so aid restful sleep. So for round-the-clock relief in a single pack, think Benylin Day & Night first.



Day: Paracetamol, Phenylpropanolamine
Night: Paracetamol, Diphenhydramine

Benylin

The name to think of first

Benylin Day and Night. Presentation Blister pack containing fifteen amber film-coated tablets and five blue film-coated tablets in opaque blisters. Each amber daytime tablet contains: 500mg Paracetamol and 25mg Phenylpropanolamine hydrochloride. Each blue night-time tablet contains: 500mg Paracetamol and 25mg Diphenhydramine hydrochloride. **Uses** Symptomatic relief of colds and influenza. **Dosage:** Adults and children over 12 years: 4 tablets should be taken daily - three amber tablets during the day and one blue tablet at night. Do not take the night-time tablets during the day. **Contra-indications and Precautions** Known hypersensitivity. Caution in patients with hyperthyroidism, hypertension, cardiac dysfunction, diabetes mellitus and liver disorders. Not for use by patients who are taking, or who have taken, monoamine oxidase inhibitors within the preceding two weeks. Not to be used during pregnancy. Avoid alcohol. **Side and adverse effects** May cause drowsiness, if affected do not drive or operate machinery. Paracetamol can cause skin rashes. Phenylpropanolamine may give rise to dizziness, headache, nausea, tremor, anxiety, insomnia and palpitations. **Price (ex-VAT):** £3.14 **Legal category:** P **Product licence holder:** Warner-Lambert Consumer Healthcare, Chestnut Avenue, Eastleigh, SO53 3ZQ. **Product licence number:** 15513/0045. **Date of preparation:** October 1999.

Fragrances product news

Building on the trend towards mood-enhancing fragrances, Aroma Therapeutics has put together the Millennium Survival Kit (£27.95). The kit includes: Relaxer and Energiser spray concentrates, Muscle Comforter and Recharger bath & body oils, as well as Relaxer and Sleep Enhancer aroma candles. The Relaxer spray concentrate contains a blend of lavender, bergamot, marjoram and vetiver. The Energiser sprays include grapefruit, tangerine, rosemary and geranium.

New to the Yardley Originals range of fragrances and bath products are April Violets and English Rose. April Violets blends scents of Parma violets, ylang ylang and geranium. English Rose has fresh, green notes and spicy heart notes for a contemporary twist. Light and feminine, it has top notes of rose and geranium. Both are available as eau de toilette, body spray, talc and soap.

Magix International has developed a range of mid-price fragrances for men and women. The Fashion Collection for women comprises four fragrances: Casual Wear, a fresh fragrance for everyday; Sports Wear, a long-lasting scent; City Wear, a sophisticated fragrance and Party Wear, a seductive fragrance. Fragrances retail at £7.99 each. Also available are hand and body lotion, deodorant and shower gel. For men there is Fast Track, a citrus-based fragrance; Just Jeans, a fresh chypre; Sport 24, a spicy blend; and Max



Noir benefits from a 40 per cent price reduction over the Christmas season

Wave, a citrus with rich, spicy notes. Fragrances retail at £6.99 each. There is also an aftershave balm, bath & shower gel and deodorant stick.

The Noir range of male fragrances is being discounted by 40 per cent this Christmas. The 50ml aftershave balm retails at just £4.95; 50ml aftershave splash at £6.95 and 75ml aftershave splash at £8.95.

After 25 years, Cachet is still as

popular as ever and this Christmas prices have been cut by a third. The 30ml EDT retails at just £5.99 and 75ml body spray at £1.99.

Elida Faberge is supporting 1999 Christmas gift packs with a massive £28 million package. New for 1999 are



Lynx Voodoo is the powerful new fragrance, with a heady mix of oriental notes



New additions to the Yardley Originals range are April Violets and English Rose

MOTILIMUM 10 - ESSENTIAL INFORMATION

Presentation: Small film coated tablet containing domperidone maleate equivalent to 10mg domperidone base. **Indications:** For the relief of post meal symptoms of fullness, nausea, epigastric bloating and belching, occasionally accompanied by epigastric discomfort and heartburn. **Dosage and administration:** Adults and children over 16: up to one tablet (10mg) three times daily and at night when required. Maximum duration of continuous use is 2 weeks. **Contraindications:** Hypersensitivity to any of the components. Patients with any underlying gastrointestinal pathology, with prolactinoma, or with hepatic and/or renal impairment. **Precautions:** Patients who find they have symptoms that persist and are taking Motilium 10 continuously for more than 2 weeks should be referred to a GP. **Drug interactions:** Adverse interactions have not been reported in general clinical use. However it has the potential to alter the peripheral actions of dopamine agonists such as bromocriptine including its hypoprolactinaemic action. Domperidone's actions on gastro-intestinal function may be antagonised by anti-muscarinics and opioid analgesics. May enhance the absorption of concomitantly administered drugs, particularly in patients with delayed gastric emptying. **Pregnancy and lactation:** Motilium should only be used during pregnancy on the advice of a doctor. Use by breast feeding women not recommended. **Effects on driving ability and use of machinery:** Does not affect mental alertness. **Side effects:** Occasionally transient stomach cramps and hypersensitivity reactions (eg rashes) reported. At higher dosages and longer treatment durations than recommended a rise in serum prolactin has been reported which may, rarely, be associated with galactorrhoea and even less frequently, with gynaecomastia, breast enlargement or soreness; there have been reports of reduced libido. Domperidone does not reach across the normally functioning blood-brain barrier and therefore is less likely to interfere with central dopaminergic function. However, acute extrapyramidal dystonic reactions, including rare instances of oculogyric crises, have been reported. Should treatment of dystonic reactions be necessary, domperidone should be withdrawn and an anticholinergic, anti-parkinsonian drug or benzodiazepine medication should be used. **Treatment of overdose:** If disorientated extrapyramidal reactions or drowsiness occur following an overdose, the patient should be closely monitored and treated symptomatically. Administration of gastric lavage and activated charcoal may be helpful. Anticholinergic medication may be useful in managing extrapyramidal symptoms. **Price:** £3.95 Le category: P. PL: 13249/0014 PL holder: Johnson & Johnson. MSD Consumer Pharmaceuticals Enterprise House, Station Road, Loudwater, High Wycombe, Buckinghamshire HP10 9. **Date of preparation:** June 1998.



Whatever your customers call **FEELING SICK** there's one name to remember

Different customers call it different things. But you know it's that 'nausea' feeling. And that the queasy, churning upset stomach symptoms they feel, often after meals, mean their natural stomach's digestive rhythm has slowed, and almost goes into 'reverse'. Which is why you

should reach for Motilium 10. It's the only OTC treatment clinically designed to restore normal stomach rhythm in the right direction to clear the cause of their nausea. So recommend Motilium 10. Because whatever they call that feeling, that's the one name you should remember.



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* Indicated for post prandial symptoms of nausea and other stomach discomfort symptoms of fullness, bloating and belching

→Continued from P24

packs for Dove, Physio Sport, Impulse, Lynx, Aquatonic and Addiction.

Voodoo is the new fragrance from Lynx. Created by fragrance guru Ann Gottlieb, it is a fresh oriental, woody scent with seductive heart notes. Its top notes combine bergamot, lime and clementine. The new variant is being backed by a \$9.5m advertising spend.

Adidas Woman has been relaunched in new packaging, featuring the famous three stripes for the first time, and a more contemporary style bottle. The range comprises eau de toilette,



Adidas Woman has been repackaged for a more contemporary appeal

original body spray, new Active body spray, a fruity floral, new Fitness body spray, a refreshing fragrance, shower gel and anti-perspirant deodorant.

Adidas for men has also been given a new look with updated packaging and bottle design. There are now four variants in the range - Dynamic, Action, Sport and new improved Classic. Active ingredients have been added to the range, including menthol in the aftershave and shower gel, and aluminium chlorohydrate in the anti-perspirant deodorant. The brand is being supported by a £1m campaign.

Coty has put together a full range of Christmas gift sets for 1999. New sets are available for Adidas, Jovan Musk, E'Aimant, Exclamation, Quiddity, Puzzle, Monsoon and Healing Garden.

Penny Black has launched male and female fragrances this autumn, targeted at style conscious 15-30-year-olds. The face of the brand will be football icon Vinnie Jones. Penny Black for Him has citrus and spearmint top notes, a fougere heart note and musk and vanilla base note.

Hugo Boss



Penny Black is being marketed as a truly British fragrance

Penny Black for Her has fresh fruity top notes, a floral heart note and vanilla base notes.

Organza Indecence is new from Givenchy. An opulent, elegant and sensual fragrance, Organza Indecence has aromatic, spicy top notes of Ceylon cinnamon, earthy heart notes of Jacaranda and patchouli and sensual base notes of musk and amber.

J'adore is the seductive new fragrance from Christian Dior. Using the face of supermodel Carmen Kaas, the fragrance is being supported with TV and press advertising this autumn.

Hugo is offering innovative Christmas gift sets featuring a smart filing box. Each Hugo and Hugo

Woman gift set contains two products from the range, packed in a reusable filing box. Each retails at £32.

The Healing Garden range is new from Coty; a collection of four fragrances that offer mind and body benefits. Choose from Lavender Sensations, to calm and soothe; Mandarin Sensations, to energise; Green Tea Sensations, to restore balance; and Jasmine Sensations, to inspire sensuality. The range includes eau de toilette, pressure point lotion, bath and shower gel and candles.

Sonoma Valley is the new range from Crabtree & Evelyn. It is a floral and feminine collection of ten products. The fragrance has heart

The fragrance market

The female fragrance market was worth £462 million in 1998, up 10 per cent since 1994, and is expected to reach £469m this year (Mintel July 1999). "However, in real terms, the market has failed to keep pace and the value declined by 4 per cent between 1994 and 1998, reflecting increased price competitiveness, lower entry prices for new fine fragrances and a decline in mass market fragrances," says Mintel.

The male fragrance market was worth £260m in 1998, up 10 per cent from 1994, and is expected to reach £264m this year. However, in real terms this has also declined, thanks to discounting and lower entry prices, according to Mintel.

notes of mimosa and wisteria, with delicate notes of nectarine, fig and grape. Products include eau de toilette, body mist, bath & shower gel and room spray.

Aromatic is the new mood-enhancing fragrance from Lancome. Combining aromatherapy oils with skincare benefits. Products include Energising body treatment fragrance, Energising cooling body smoother,



Jones: the Penny Black look

body oil, shower gel and body lotion.

New for men from J Del Pozo is Adventure Quasar. With top notes of Japanese Yuzu and Brazilian rain tree, heart notes of Bombay gin and sage, and base notes of Amazonian jacaranda and cedar, it's designed for the adventurous. A free personal organiser comes with purchases over £30.

Ted Baker Woman is the new fragrance from the fashion designer. It has light, fruity top notes, a spicy floral heart and woody, vanilla base notes. The range includes eau de toilette (50ml, £25), body mist and shower gel. A Christmas gift set containing 50ml EDT and 200ml body wash retails at £29.

Spots can't take it, but young skin can.



A GENTLE REMINDER.

When next you are asked to recommend an acne treatment think of PanOxyl Aquagel and consider why more prescriptions are written for PanOxyl than for any other benzoyl peroxide.¹ Unlike most other spot treatments, PanOxyl Aquagel is water based and is even suitable for sensitive skin.

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Please
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one truss

of Doctor

Date

Questions

1 What is an FP10 (D)? Can it be dispensed in Scotland?

2 What would be the concerns about dispensing this prescription?

3 Is it possible for you, as the contractor, to amend the prescription claim?

You are a Scottish pharmacy contractor providing a moderate range of services, including occasional fitting of trusses. A patient presents a pale blue form designated as an FP10 (D) for a truss. The patient does not live locally, and admits that he has tried three other pharmacies before coming to you. Are there any problems in taking this prescription?

Answers

1 FP10 (D) is a form issued by English dispensing doctors for items that they are unable to dispense. The prescription will be paid by Pharmacy Practice Division, and should be filed in 'Part C' of the bundle should you elect to dispense it.

2 The section on trusses in the Scottish *Tariff* is the same as that of the English *Tariff*. If the prescriber has written an item not allowed in England, then it would also not be allowed in Scotland. Assuming that there are no undue problems in the actual fitting of the truss, it is

normally good practice to assure the patient that he can call in again after a few days if he finds the item uncomfortable. This may not be possible if the patient is staying in the area for only a short time.

3 In assessing the hernia, it may be that the position and shape of the pad required may have to be amended in order to provide maximum benefit. The scrotal pad is marginally more expensive than the inguinal pad. This amendment would be accepted upon endorsement without need for amendment by the prescriber.

It would be more difficult to

amend the prescription from an elastic band to a spring truss, which provides much greater support. The spring truss is also considerably more expensive than an elastic band version. This change would require the prescriber's prior agreement – preferably a rewritten prescription.

If the hernia required an unusually shaped pad, requiring a 'Special' truss, you would need an assurance from the patient that he would be available to take delivery of the prescription before you initiated the order. The *Drug Tariff* states that the prescriber must indicate on the prescription that a 'Special' truss is to be supplied.

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- **Zantac 75 has the highest cash profit for pharmacists in the category!**

Source: Cash profit at Trade Prices, C & D Monthly Price List, May 1999 Vol.40 No.5

- **"Appropriate for people who are used to taking antacids and want more convenient, longer lasting relief."**

Pharmacy Magazine 6/98

- **"Outstanding safety profile...Not considered likely to mask serious gastric symptoms."**

Pharmacy Magazine 6/98

Nothing works longer than ZANTAC⁷⁵



PRESENTATION Each tablet contains 75mg ranitidine. **USES** For the relief of indigestion, heartburn, and hyperacidity. For the prevention of food and drink-related symptoms of heartburn and hyperacidity. **DOSAGE and ADMINISTRATION** Adults and children aged 16 and over: one tablet, 150 more than four tablets should be taken in any 24 hour period. **CONTRAINDICATIONS** Hypersensitivity to ranitidine or any of the excipients. **PRECAUTIONS** Treatment should be restricted to a maximum of two weeks continuous use at any one time. Patients should contact their doctor if their symptoms do not improve after two weeks of treatment. Patients should not take Zantac if they are taking other medicines which may interact with ranitidine. Patients should not take Zantac if they are taking other medicines which may interact with ranitidine. Patients should not take Zantac if they are taking other medicines which may interact with ranitidine. **SIDE EFFECTS** Headache, dizziness, constipation, diarrhoea, nausea, vomiting, and allergic reactions. See SPC for full details. **LEGAL CATEGORY** RETAIL. **PRICE (ex VAT)** Zantac 6's £1.69, Zantac 12's £3.38, Zantac 24's £6.76. **PRODUCT LICENSE NUMBER** PL 10949/02/02. **DATE OF PREPARATION** May 1999.

Would a new classification – Pharmacist Only – answer the critics? **Derek Balon** moves the argument forward

Sales role for the pharmacist

The recent Consumers' Association report on the quality of advice from community pharmacies in *Which?* raises the inevitable questions. While it is right to question the researchers' methods and conclusions, their actual findings must be respected and carefully considered. There can be little argument that the pharmacist, while available for consultation, is generally not the person who sells medicines over the counter.

The present laws on the supervision of medicine sales, and their interpretation, although improved over the past few years, are still seen by the public as absurd. Many pharmacists would agree that the present lists of 'GSL' and 'P' medicines need a drastic overhaul.

There should be two classes of OTC medicines:

- 1) those which can be sold by anyone, anywhere, and broadly this would include the current GSL list
- 2) those OTC medicines which can be sold only by a pharmacist, not by an assistant.

It is difficult to justify to the public the 'P' classification of products like Corsodyl, Selsun, Bocasan, Regaine, Ibuleve Gel, Kolanticon Gel and so on. The current restriction on sales of aspirin and paracetamol may fall into this category, but perhaps before we make a judgement on the new rules, we should wait to see if suicide or attempted suicide rates drop.

An OTC medicines review should look at products, especially those which are in common usage, and establish whether they constitute any danger to the public if they are self-administered and the patient follows the guidelines provided by the manufacturer. Such products should be available for sale at any outlet without supervision. The current supervision of the sale of the type of products listed above does not enhance the pharmacist's image. Rather, because the public view these rules as questionable, it demeans the entire process.

A second list of products could only be sold (or supplied) to a patient or their representative by the pharmacist personally, after the pharmacist had obtained sufficient information directly from the patient. This restriction of sale is similar to



Jason Bennion

that imposed for an emergency supply of a POM.

The information could be obtained directly from the patient, if present, or by telephone. The pharmacist

would have to be certain that all the relevant information had been obtained, that the product was appropriate and that its supply would not constitute any risk to the patient.

Many pharmacists will be reminded of the older regulations about supervised sales, but this suggestion is different in that only the pharmacists personally can make these sales. The old system came into disrepute because supervision became a mechanical process – simply attracting the attention of the pharmacist from afar. The public soon realised this was a mockery of the term supervision.

The old 'P' list should be pruned to exclude many of the medicines exemplified above. Renamed the 'Pharmacist Only' list, it would include many of the current 'P' drugs. At the same time it should be enlarged to include many drugs currently not

“Extending the drugs available to counter prescribe may mean extra training for pharmacists”

within the pharmacist's remit.

It could include systemic and topical antibiotics to treat specified skin and soft tissue infections, more potent topical antifungals, stronger topical corticosteroids, more topical anti-infective eye drops and

emergency contraception.

A further list of products could include treatment for minor urinary infections, short-term (one or two day) anti-anxiety treatments, beta-agonists and even short-term (again, one or two day) use of diuretics.

The extension of drugs available to counter prescribe may require extra training for pharmacists. This would be in line with the current thinking proposed in the Crown Report, which talks about 'dependent prescribers' who would require a special licence from their professional body.

However, it should be noted that the Crown Report deals with who writes the prescription; the current suggestion refers to supply, and pharmacists already have rights of supply for POM drugs (the emergency supply rules).

A further safeguard for all new

'Pharmacist Only' supplies would be an onus on the patient to provide information, including a drug and limited medical history, or to consent to a patient record check on NHS Net.

One question remains unanswered: who will pay? The profit from such sales could be selected to give a fair return. It could well be that medicines on this second list could not be advertised to the public, and thus the profit structure could allow, say, 50 per cent on costs. Currently, the pharmaceutical industry restricts profit on advertised medicine to below 33 per cent (sometimes 25 per cent on cost, arguing that they contribute to the sale so are entitled to the profit).

If drugs from such an extended list were to be available, and only pharmacists were permitted to supply them, pharmacists would have more job satisfaction. The direct involvement of the pharmacist would further enhance pharmacists' public image and reinforce the concept of the special place medicines have in society. The public would gain by having an expert on every corner who could supply medicines to provide immediate relief from minor problems; such relief is currently only available after a time-consuming and inconvenient consultation with a doctor.

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Struck off after stealing from Tesco

A supermarket pharmacist who slipped two music compact discs into his briefcase before leaving a store in Westcliff-on-Sea, Essex, was struck off the Register last week.

Jaswinder Singh Daffu, of Southall, Middlesex, pleaded guilty on November 10 last year at Rochford and Southend Magistrates Court to stealing two CD sets valued at £19.98 from Tesco, where he worked. He was fined £300 and ordered to pay £70 costs.

Mr Daffu, who lived in High Wycombe at the time, was a locum pharmacist at the Princess Avenue supermarket when the discs were found in his bag as he was leaving the store at 9pm.

Geoffrey Hudson, solicitor for the Royal Pharmaceutical Society in London, told the Statutory Committee last week: "He finished work and a staff search was carried out on him as he was leaving the store. The discs were concealed in a briefcase under a piece of paper."

At first the pharmacist said he had paid for them at another Tesco store in Loudwater, High Wycombe, but checks made soon after revealed no such purchase had been made.

Announcing the decision to strike him off, chairman Gary Flather QC said: "The amount in question is not large. The fact he had £20 on him, enough to pay for the goods, is never

of great significance.

"This is an offence of dishonesty. It is theft from, in effect, your employer. Your employer is Tesco and you go around stealing from the goods set out in the store.

"It is a disgrace to the profession. If only he had owned up. If only he had said: 'I did take them from the store'.

"It is too serious. A case of dishonesty, particularly involving breach of trust from your own employer, is so outrageously disgraceful, we have no alternative but to remove you from the Register."

Earlier, the Committee had heard Mr Daffu outline how family life had contributed to stress in his life.

Duped pharmacist was 'naive'

A London pharmacist supplied boxes of Nubain to a wholesaler whose paperwork was obviously false.

But the case against Ashif Shokatali Dharamshi Premji, of Balham, was dismissed when the Statutory Committee of the Royal Pharmaceutical Society said that while it was critical of the pharmacist's naivety and lack of supervision, this did not constitute professional misconduct.

The Committee heard that Mr Premji failed to notice that part of the wording on a wholesaler's licence had been blanked out to disguise the fact that the holder should not handle Prescription Only Medicines.

Mr Premji admitted that he didn't scrutinise the wording on the faxed paperwork before releasing 200 cartons of Nubain, each containing ten 2ml ampoules, worth £2,524.

Shortly after the order was fulfilled, the recipient - a company believed to be based in Islington, north London - asked for a further 1,000 boxes.

The goods were ordered by Mr Premji, but before they could be picked up, inspectors from the Medicines Control Agency visited Hillcrest (Pharmacies) Ltd, of Holland Park, west London, where Mr Premji was the superintendent pharmacist.

Nubain is used in hospitals to relieve post-operative pain. However, it is also used by bodybuilders who take it in conjunction with steroids to dull the pain of training harder and faster.

Geoffrey Hudson, for the Society, said the pharmacy was owned by Mrs Ila Patel, and it was her husband, Suren Patel, who is not a pharmacist, who asked Mr Premji to order the large consignment of Nubain.

Mr Patel told the superintendent that he had been approached by a London-based exporter who wanted to send the drug to Tanzania. His contact was a 'good friend' who was using the firm as a London agent and he told Mr Premji the exporters had a wholesale licence for pharmacy medicines.

Mr Premji's evidence is that he wanted to see a copy of the licence. That copy was received by fax in October 1997. Mr Hudson said that Mr Premji, who checked the document, should have known from the doctoring of a clause that it did not permit the company to deal with POMs.

In September 1998 Hillcrest (Pharmacies) Ltd pleaded guilty at Marylebone Magistrates Court to unlawfully selling Nubain. It was fined £1,000 and ordered to pay £1,500 costs.

'Misconduct' case dismissed

A pharmacist who over-dispensed medicines to elderly residents of nursing homes has had his case dismissed.

Nazminali Badurali Hudda, was accused of professional misconduct after his "sloppy practice" was exposed. The Royal Pharmaceutical Society's Statutory Committee dismissed the case against 45-year-old Mr Hudda deciding that, although his over-dispensing was negligent, it did not amount to misconduct.

Mr Hudda, of Worthing, West Sussex, attended the hearing last week to listen to evidence relating to 27 incidents of over-dispensing between January 1996 and February 1997.

David Bradley, counsel for the Society, told the Committee that Mr Hudda, who became a registered pharmacist in 1979, provided prescriptions to between 40 and 50 nursing and residential homes in the Worthing area on a monthly basis.

At the time he was the sole owner of Hudda Pharmacy, Worthing, the Committee heard.

Mr Hudda was alleged to have requested repeat prescriptions, as part of his service to these homes, for patients of The Surgery at 50 Victoria Road, Worthing, in excessively large quantities.

The result of this "poor professional conduct" was that the surgery issued "larger quantities of medicines than those actually required by patients", or

Mr Hudda "supplied medicines in dosages which did not correspond with those prescribed by the doctor".

As a result Mr Hudda was also incorrectly billing the Prescription Pricing Authority (PPA).

Mr Bradley said: "The most obvious consequence of this is an over-payment by the PPA but, in addition, there is a lack of control of prescriptions.

"In some cases that lack of control has resulted in errors in the sense that the most obvious alterations in patient requirements were not being reflected in repeat prescriptions."

Mr Bradley added that, in some cases, Mr Hudda had actually undercharged the PPA and the Authority had only suffered a £181 loss as a result of his "poor practice".

"This is a case about professional standards of practice by the pharmacist, we are not alleging a profit motive, only lack of control," he said.

Mr Bradley concluded the Society did not believe there were any "sinister motives" behind Hudda's actions and his errors were not "of great clinical significance".

Jonathan Fisher, defending counsel, said his client admitted he had made the mistakes.

He said: "Yes, he confesses to inadequacy in his system in not picking up these mistakes, but all 27 patients concerned came from the same

surgery.

"He realises he should have exercised greater control, but lays some of the responsibility for these errors with the doctor."

Mr Fisher concluded that he believed the extent and consequences of his client's mistakes did not amount to serious professional misconduct and asked the Committee to take that into consideration.

Committee chairman Gary Flather QC commented: "What was happening, in essence, was the pharmacist was asking for prescriptions too frequently, which meant larger quantities of medicine were being prescribed and dispensed to the patients than required.

"At first sight it is perfectly reasonable to think that something is going on here that has a deliberate and dark side to it. There is no sinister side, however."

Mr Flather noted the doctor involved had accepted a degree of responsibility in the over-prescription, but Mr Hudda had also slipped up by not spotting the over-supply or discussing it with the doctor.

In conclusion, Mr Flather said that when this negligence was compared to the rest of Mr Hudda's work, it was "insufficient to taint the pharmacist or to justify striking him from the Register".

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European ambition

Alliance UniChem plans to become a major force in retail pharmacy across Europe. Moss Pharmacy's managing director Barry Andrews made clear this week.



Barry Andrews

A new organisation - Alliance UniChem Retail International - has been set up to act as a 'consultancy' for AU's national wholesale companies, advising them on various ways of building a retail operation. This could range from being a 'virtual chain', like UniChem's Community Pharmacy Initiative, to management contracts or franchise options, to true multiple ownership.

Pharmacy ownership in Europe is, in the main, still heavily regulated. Pharmacist ownership is a requirement in France, Italy, Germany, Spain and Portugal. Switzerland, Holland and Eastern Europe, along with the UK, are deregulated, but large chains have only developed so far in Britain.

The Italian municipalities and Scandinavia are in the process of 'privatising' what have been state or local authority owned businesses. "As far as we are concerned deregulation will happen. It is just a question of when," said Mr Andrews.

In Switzerland and Holland AU aims to partner local wholesale and retail companies to build a 200 plus chain of pharmacies in each market.

New trading formats for Moss

Moss Pharmacy is introducing four new trading formats for its stores in a bid to cater for local needs.

"We want to create a point of difference and become a destination shop for certain groups of customer," said Moss buying controller Paul Wilkin at UniChem's suppliers' conference.

The four formats, which are at an early stage of development, will be:

- **Family.** Moss wants to improve customer loyalty, especially among young mothers, and encourage an increase in the time shoppers spend browsing in-store. Family stores will focus on child health advice. They will feature an activity area for children and an 'information zone' with health leaflets, helpline numbers and publicity for local organisations. Children will be offered membership of a 'Little Monkeys Club'.

Thirty-seven family format stores will be fitted out by the end of this year,

New name, new look for Moss

A rebranding, introducing four trading formats for the Moss chain, was unveiled at UniChem's retail suppliers' conference on Monday

Moss Chemists changed its name last week to Moss Pharmacy. The chain will be rebranding its 620 UK stores in the coming year and introducing four different trading formats to suit different types of location and customer profile.

Moss' new High-Street identity picks up its colours from the Alliance UniChem logo launched earlier this year. It claims to represent the three core business values that drive the company by incorporating:

- a cross: the recognised symbol of pharmacy
- a capsule: expertise in the dispensing of healthcare
- a heart: a caring presence within the local community.

There was little consistency of application of the old Moss identity

and it undersold what the business had to offer, explained consumer marketing controller Mike Jennings at a suppliers' conference on Monday.

"When you are building a brand it is critical that you say the same thing to customers consistently. As a small company we have not given that the priority we should."

New fascias will be in place on four concept stores by the end of the year. The new image will be carried through into the interior fittings where the capsule shape will be picked up in window poster frames, signage and end-of-gondola shelving for special offers.

Shelving in the new stores will be white with wooden edgers. Flooring will be a wooden laminate instead of tiles. Wall mounted light boxes near

the dispensary area will be used to display health messages.

In the past eight years the number of Moss stores has grown from 90 to more than 620. Sales now exceed £400 million a year and a focus on healthcare means that 87 per cent of sales are in prescriptions and OTC medicines.

IN BRIEF

Year end target of 1,000

UniChem's Community Pharmacy initiative now has 900 members and is aiming for 1,000 by the end of the year. Checks show that there is consistently more than 75 per cent compliance with the scheme's requirements.

Sales force gets computerised

UniChem's 4,500 pharmacy customers can anticipate a computerised sales presentation from the company's 21 pharmacy development managers from the New Year. The new system will allow electronic placing of orders.

Internet site for suppliers

UniChem is developing an internet site for its suppliers and will be encouraging a switch to internet ordering and EDI. It will include sales information on a supplier's products, offer the option to key in transfer orders on-line and the ability to set forward delivery dates. Access to key sections will be password protected.

Additional PoS material on offer

Any UniChem customer ordering a minimum of £100 of leading or premier offers from the monthly promotions book in 2000 will automatically receive a 'sales booster pack' containing extra PoS material including window posters, health information leaflets and shelf edge leading offer cards.

In the clink

Moss has won the contract to supply pharmaceuticals to the Scottish Prison Service. Managing director Barry Andrews described it as the "largest residential home contract in Scotland".

More of the same for Moss

Moss' promotional strategy for 2000 will repeat elements of this year's programme, such as a summer and Christmas brochure, but will put more emphasis on price promotions and healthcare promotions around national events.



with a further five planned for 2000.

- **Traditional.** The first store in this format will open in Northallerton in November and will present a nostalgic 1930s-type layout. Such branches - Moss reckons it has around ten suitable for such treatment - will carry an extensive range of speciality toiletries and gift lines. A treatment room will offer services from alternative health practitioners.

- **Total health.** An efficient dispensing service (possibly using a carousel system) and combined 'P and

GSU' medicine displays will feature.

Customers will be offered touch-screen healthcare information, and there will be a private counselling area.

- **Health & Beauty.** This format is intended for High-Street locations with existing competition. There will be a comprehensive range of cosmetics and fragrances, specialist haircare lines and luxury toiletries, plus a beauty treatment room.

The health & beauty and total health formats will be introduced in the second quarter of next year.

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sodium alginate BP 1000mg, potassium bicarbonate USP 200mg

GET THE STRENGTH

GAVISCON ADVANCE ESSENTIAL INFORMATION

Active Ingredients: Sodium alginate BP 1000 mg and potassium bicarbonate USP 200 mg per 10 ml dose. Also contains ethyl and sodium butyl hydroxybenzoates and sodium saccharin. **Indications:** Gastric reflux, reflux oesophagitis, heartburn, hiatus hernia, flatulence associated with gastric reflux, heartburn of pregnancy. All cases of epigastric and retrosternal distress where the underlying cause is gastric reflux. **Dosage Instructions:** Adults and children over 12: 5-10 ml after meals and at bedtime. Children

under 12: Only on medical advice. **Contraindications:** Hypersensitivity to any of the ingredients. **Precautions and Warnings:** Each 10 ml dose contains 4.6 mmol (106 mg) sodium and 2.0 mmol (78 mg) potassium. If symptoms do not improve after seven days, the doctor should be consulted. **Side-Effects:** Very rare hypersensitivity reactions. **Retail Price:** 140 ml £3.99. **Marketing Authorisation:** 0063/0097. **Supply Classification:** Pharmacy Medicinal Product. **Holder of Marketing Authorisation:** Reckitt & Colman Products Limited, Dansom Lane, Hull, HU8 7DS.

Date of Preparation: October 1999. Gaviscon, Gaviscon Advance and the sword and circle symbol are trademarks.

References: 1. In vitro - Data on file. Reckitt and Colman Products Limited. 2. Taylor Nelson Counterpoint 1999. 3. IRI - MAT to June 1999. 4. IMS Data 1999.



Reckitt & Colman Products Limited



Fit for the Millennium

Your pharmacy could go down in history as an icon of the year 2000. If you have designed, refitted or redeveloped part of a pharmacy between January 1998 and December 1999, you are eligible to enter the Millennium Pharmacy Design Awards, co-sponsored by *Chemist & Druggist* and Whitehall Laboratories. There are prizes totalling £5,000 for pharmacies that are 'fit for the millennium'

It's tough out there in the retail jungle, and the competitive pressures are intense. Pharmacies, like any other retailers, need to sell an image of what their business is about to help attract customers.

It starts with the fascia and window display, makes an impact in the front shop and, for most people, will conclude at the counter. The image is made up of the shop's layout and design; the type, range and variety of its merchandise; and the service offered by its staff.

The Pharmacy Design Awards concentrate on the environment - the stage on which the retail theatre is built. This is the fifth Pharmacy Design

Awards and, once again, we are looking for pharmacy businesses that have successfully created a professional healthcare retail environment.

The awards are open to all, from small independents to major multiples. There is a prize fund of £5,000 split between two categories, recognising major refits and smaller initiatives.

Many pharmacists have realised the benefits a refit can bring and if you are someone who is proud of the result why don't you tell us about it?

The categories

Entries to the Shop Design Awards can be made in the following categories:

1. Newly opened pharmacy or a major refit involving all or a major part of the shop floor.

The judges will be looking for shopfittings and a layout that is functional and sympathetic to the building and the nature of the pharmacy business. Emphasis will be placed on how successfully the finished result puts across the image of the pharmacy as a healthcare retailer within the constraints of the project's budget.

2. Special feature or partial refit

This category seeks to recognise innovative features that pharmacies have had fitted to improve the premises, but which fall short of a major refit. Examples might

include special features in a refitted dispensary or medicines counter; counselling areas or consultation facilities; shop fronts and fascias; window display areas; retail fixtures with a specific focus; use of information technology, and so on.

The prizes

The prizes awarded will be:

● **Category 1:** £2,000 for the winning pharmacy, with £1,000 for the runner-up, and winners' plaques for both

● **Category 2:** £1,000 for the winning pharmacy with £500 for the two runners-up, and winners' plaques for all three.



How to enter

Entrants must describe in no more than 700 words the principal objectives of the work undertaken, how they were achieved in practice, and the impact on the business.

The following information could usefully be included in your submission:

- the timetable and programme of work in carrying through the project
- the budget and how the refit was costed
- evidence of what the shopfit/special feature has delivered to the business in terms of customer satisfaction, increased footfall and higher turnover

- photographs (before and after) and architects' drawings to illustrate the shopfit or special feature.

Eligibility

The following may submit entries in one or both categories of the Awards:

- pharmacy proprietors
- pharmacy managers
- head office (for multiples)
- shop designers/planners.

(Pharmacy managers should obtain the consent of their head office or the owner before submitting an entry. Shop fitters/designers should seek the consent of the party who commissioned the work.)



Winners at the 1998 Shopfitting and Design Awards with David Beauchamp (right) managing director of the sponsor, Whitehall Laboratories

David Beauchamp, managing director of our co-sponsor, Whitehall Laboratories, says: "We at Whitehall are delighted to continue our involvement with *Chemist & Druggist* in sponsoring this prestigious shopfitting and design award.

"To survive in today's competitive environment the goal of all pharmacists must be to provide an efficient and pleasant environment for the public to shop in while retaining their professional image. At Whitehall we believe that pharmacies have a unique opportunity to add value to the service they provide by creating quiet areas in which to give advice and in co-sponsoring these awards we seek to reward pharmacists who have taken on the challenge of providing the environment where this can take place.

"Space is becoming one of the major retail challenges for pharmacists and, with the growing number of OTC product launches, it is imperative that pharmacies display OTC medicines to their best advantage and add value to each purchase with professional advice. Given the limited space available in a pharmacy, clever solutions are imperative. Successful ones should ensure customer satisfaction and have a positive impact on your business.

"All that it remains for me to do is to welcome all participating pharmacists and their associated shopfitters and designers to a competition that has set consistently high standards over the years."

The rules

Work on the refit must have taken place between January 1, 1998 and December 31, 1999.

Entries must be printed or typewritten on A4 paper and accompanied by an entry form giving the category entered and the address of both the pharmacy and the shopfitter/designer.

Entry forms are available from Jan Powis at *Chemist & Druggist* (tel: 01732 377487), Don Sibley at Whitehall Laboratories (tel: 01628 669011) and from Whitehall sales representatives.

Entries should be sent to 'Fit for the Millennium', *Chemist & Druggist*, Milner Freeman House, Sovereign Way, Tonbridge, Kent TN9 1RW.

The closing date for entries is February 1, 2000.

Judging will take place on February 17. The judging panel will be drawn from the pharmaceutical profession and the shopfitting industry. The sponsors will be represented by Patrick Grice, Editor of *Chemist & Druggist* (non-voting chairman), and Don Sibley, Whitehall Laboratories.

The winners will be invited to an Awards Luncheon, and the results announced in *Chemist & Druggist* prior to April 30, 2000.

Chemist & Druggist retains the right to publish details of any of the entries submitted.

Ceuta Healthcare wins Yves Ponroy contract

Ceuta Healthcare has won the contract to handle sales and marketing for Yves Ponroy, after the French supplement manufacturer opened an office in the UK.

Yves Ponroy claims a 26 per cent share of the French market and tested its range through 100 pharmacies here in March before approaching Ceuta Healthcare in the Summer.

Wholesalers and retail pharmacies are now being targeted by the Ceuta sales force and the marketing campaign began earlier this month with a series of advertisements in the *Daily Mail* that will run until March.

"By forming a subsidiary company here we are demonstrating how important the UK market is. Ceuta is a company that understands this sector and our support for pharmacies will include significant consumer advertising, high profile public relations and good point of sale material with technical information," said Liam Dowling, managing director of Yves Ponroy (UK).

A Nelson loses Bach battle

Complementary medicines manufacturer A Nelson has lost its appeal against a ruling stopping its subsidiary Bach Flower Remedies from claiming the word 'Bach' as a brand name.

Three Court of Appeal judges found in favour of Hereford company Healing Herbs and agreed that four of the eight trademark registrations owned by Bach Flower Remedies should be revoked.

The court upheld Healing Herbs' claim that any company using flower remedies in accordance with the teachings of the late Dr Edward Bach should be able to state as such and that Bach was a generic term.

The trademarks that must be removed are for the words Bach and Bach Flower Remedies, while the company can keep the Bach signature and the Flower Roundel logo on the trademark register.

Nelsons' managing director Robert Wilson said he was extremely disappointed with the decision. "We remain of the view that our customers recognise and rely on these names as a guarantee that they are purchasing the original product made with the mother tinctures prepared by The Bach Centre."

He added: "As a result of this deci-

sion the enormous trust and goodwill that we have established in the name of Bach Flower Remedies is set to be undermined in the UK."

Healing Herbs began legal proceedings in 1996 and the initial hearing took place in the spring of 1998. It has taken 18 months for the appeal to be heard.

Solicitor Richard Price of Taylor Joynson Garrett, who represented Healing Herbs, said this was an important case to win. "Our client wanted to ensure that, as Dr Bach intended, anyone might make Bach flower remedies and call them that. This result will strengthen the arm of retailers and other manufacturers who did not have the resources to defend themselves," he said.

Healing Herbs was formed ten years ago and has a range of 38 Bach remedies. Managing director and founder Julian Barnard has worked with Bach remedies for more than 20 years and has written a book 'The Healing Herbs of Edward Bach'.

"We wanted to put this issue in the public domain. I do not believe Dr Bach wanted his name to become branded and monopolised by one company," he said.

The Court of Appeal has refused



Nelsons leave to take the case to the House of Lords, although the company does have four weeks to decide whether to ask the Lords for permission to appeal. It can also request that the matter is referred to the European Court of Justice.

If Nelsons does continue its appeal it could be another 12 months before the final outcome is known.

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Phyto Medical acquires natural health firms

Health food company Phyto Medical has acquired three natural health businesses and launched a training programme for pharmacies.

Phyto Medical, formed last year by former HealthLife managing director Chris Szymanski with funding from venture capitalist group ECI and the Bank of Scotland, has bought Shirley Price Aromatherapy, The Herbal Apothecary and Lothian Herbs all within the past eight weeks.

The expanded group wants to improve the standard of aromatherapy advice available at pharmacies and healthfood stores and its first pharmacy training programme begins at Midlands chain Dean & Smedley in November.

Staff will attend a three-day induction course at the Shirley Price College in Leicestershire which has trained more than 4,000 aromatherapy practitioners in the past four years.

"Consumers are used to asking our staff for advice on whatever products we stock and this pilot initiative means we can now provide sound information on aromatherapy," said Dean & Smedley's training and development manager Gill Bullock.

The Herbal Apothecary has sup-



Pic cap: (l to r) Belinda Bates (training manager Shirley Price), Marjory Welch, Veronica Sibley and Kelly Redfearn (sales staff at Dean & Smedley)

plied plant extracts to medical herbalists for 15 years and is devising its own training programme for retailers in association with two universities.

Mr Szymanski says it is essential consumers have better access to product information. "It is not enough simply to claim the products are good, we have to prove the natural medicines we pro-

duce are genuine, safe and effective," he said.

"In bringing Shirley Price and The HerbalApothecary together we are laying the foundation for a more effective and appropriate approach to marketing, while Lothian Herbs has an established distribution network of pharmacies and healthfood stores," he added.

Toiletry consumers resist e-commerce flow

Three-quarters of consumers say they would never buy toiletries via the internet, according to a new survey into shopping habits.

The Mori poll commissioned by point of purchase company Kesslers International, claims that the growth in e-commerce may not be as fast as predicted and that some product sectors are unsuited to on-line trading because consumers want to feel and touch the items before they buy.

Just a quarter of respondents said they would "only" or "probably" order toiletries over the internet, with 41 per cent citing being able to interact with a product as the main advantage of visiting a traditional shop.

Some 78 per cent of respondents said buying toiletries is a planned purchase, more than for any other sector surveyed including financial services (73 per cent), and almost 60 per cent felt current branded in-store toiletry displays were eye-catching enough to convince them to buy.

A spokesman for Kesslers says it is not solely a fear of technology that is inhibiting internet shopping. "Brand presentation in-store must look to develop, as half of those surveyed believe the whole shopping experience will become more exciting as retailers introduce new technologies such as talking posters," he said.

MST to relocate its distribution centres

Independent health and beauty distributor M&S Toiletries (MST) is relocating its two distribution centres.

The company, formed in February 1998 following a management buy-out backed by 3i, will close its sites at Leeds and Edinburgh next year and move to Wakefield in West Yorkshire and Livingston in West Lothian. Almost 300 staff have been asked to relocate.

MST, with a turnover of more than

£75m, supplies 5,000 retailers including independent pharmacies. Managing director Bill Barclay says extra capacity is needed because MST's sales are growing by 20 per cent a year.

The Wakefield centre, opening next summer, with 110,000 ft² of warehousing is twice as large as the Leeds depot. The Livingston depot is also considerably larger than the Edinburgh site.

Superdrug answers 'eye-sore' critics

Superdrug has hit back at criticism from local residents in the London borough of Camden that its store in Kilburn High Road is an eye-sore.

The chain received planning permission to extend the shop into a Victorian building next door, but local people have condemned Superdrug's decision to remove part of the 1883 Victorian frontage and replace it with modern signage.

But a spokesman for Superdrug claimed residents were consulted during the planning process and that no objections were received.

"We thoroughly researched all elements of the Kilburn refurbishment and took the local architecture into consideration when designing the look of the store. We have received no notification from the local authority about residents objecting to the refit."

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IN BRIEF

On-line data from Datamonitor
Global healthcare data is being provided via the internet by market analysis company Datamonitor. Access to Datamonitor's latest research is available at www.datamonitor.com.

AstraZeneca seeks approval
AstraZeneca has submitted a regulatory application in Sweden for its new proton pump inhibitor H199/18. Sweden will act as a rapporteur country in the EU's mutual recognition procedure, and this is the first step in a global application process.

MW Encap web site
Scottish liquid-filled capsule technology business MW Encap has launched a web site containing information on the company and its technology. It can be found at www.mwencap.com.

Pharmacies offered electricity price cap

British Gas has raised the stakes among electricity suppliers targeting small businesses by promising to freeze prices until April 2002.

Pharmacies on a single rate credit metre with an annual bill of £1,000 (including VAT) could save £103 a year, claims BG.

Larger companies are being offered a two-year fixed price contract at 3 per cent below the current standard tariff.

Energy regulator Ofgen recently published draft proposals on cutting the cost of electricity distribution.

Leschly set to fight for Avandia

SmithKline Beecham chief executive Jan Leschly says he is confident the company will receive European approval for its diabetes drug Avandia by early next year.

He was speaking after scientific advisers to the European Medicines Evaluation Agency (EMA) gave the drug a negative opinion, despite the fact that the FDA in the US and 18 other international regulatory authorities had already given their approval.

SB's shares fell almost 12 per cent following the decision, before recovering.

Mr Leschly now looks almost certain to lead the fight against the ruling, after stressing he has no intention of retiring before next year.

"We are confident that by the end of

March we will have demonstrated to the European Committee for Proprietary Medicinal Products Avandia's unique benefits in the treatment of type 2 diabetes. Unlike existing treatments in Europe, Avandia attacks one of the underlying causes of the condition, insulin resistance," he said.

In the US more than 500,000 prescriptions have been written since the drug was launched there in June with year to date sales of \$87m (£54m).

The European regulator's decision took the gloss off SB's third quarter results, which revealed that excluding currency fluctuations, like-for-like pre-tax profits were up 16 per cent at £467m with earnings per share growth of around 15 per cent.



Jan Leschly

NCC sales up 11 per cent at half time

National Co-operative Chemists (NCC) says a branch refurbishment programme and aggressive marketing helped first half sales move ahead 11 per cent.

Turnover jumped £6.8m to £69m, in the six months to July 17, while surplus before distributions rose to £2m compared with £1.6m for the same period in 1998.

CEO Roy Carrington says NCC attempts to revamp its stores every five or ten years, while the chain's '3-2-1' promotion which offers one, two or

three items for £1 has generated significant business.

"It is our objective to keep our stores and marketing fresh to continually increase our customer base, and new promotions are planned," he said.

NCC chairman Tony Henry has warned that although OTC sales were up 10.9 per cent and NHS trade increased by 11.1 per cent, gross margins remain under pressure from the Government's clawback of discounts.

The number of branches operated by NCC now stands at 263.

Weston boosted by Glaxo agreement

Weston Medical has secured a lucrative licensing deal with Glaxo Wellcome for its needleless injection system Intraject.

The agreement means the pre-filled device will be used for Glaxo's migraine drug Imigran. Some 15 per

cent of patients inject migraine drugs, but the Imigran Intraject is unlikely to come to the market until 2003.

Weston has already signed agreements with Pharmacia & Upjohn and Roche for Intraject, which injects liquid medicines under high pressure.

Shire expands in mainland Europe

Shire Pharmaceuticals is expanding its activities in mainland Europe with the acquisition of the subsidiaries of Fuis Technologies in Germany, France and Italy for a cash consideration on completion of \$39.5m.

All three are local marketing companies with manufacturing sub-contracted to third parties. They market a portfolio of 20 products and had a combined turnover of \$19m in 1998.

Shire chief executive Rolf Stahl said the deal is a springboard for the company to expand its marketing infrastructure on mainland Europe with growth coming from new products.

"The importance of this acquisition is it moves us one step closer to becoming a global speciality pharmaceutical company," he said.

Goldshield opens High Street clinic



Goldshield Group has begun a six month trial of a complementary health clinic based in London.

There are five consulting rooms with screening facilities to identify a range of health problems including vitamin and mineral deficiencies and hormone imbalances.

If successful, the concept will be rolled out to other major cities.

The clinic, located in Charlotte Street W1, has a retail area stocking more than 150 Goldshield lines.

Left: The Goldshield Health Centre was launched by radio presenter David Jensen, seen here with health centre manager Allison Maxwell

COMING EVENTS

MONDAY, NOVEMBER 1

East Kent Branch, RPSGB, at the Slatters Hotel, Canterbury, 6.30 for 7.45pm. 'Wine & wisdom - Halloween meets November 5th' Questionmaster: David Rance. Sponsored by Pfizer.

Dudley, Stourbridge & District Branch, RPSGB, joint meeting with Dudley LPC, at The Medical Services Centre, Corbett Hospital, Stourbridge, 8pm. 'Pharmaceutical involvement in primary care groups'.

TUESDAY, NOVEMBER 2

Northern Scottish Branch, RPSGB, at the Thistle Hotel, Millburn Road, Inverness, 7.30pm. 'Pharmacists and computers - opportunity or threat, marriage or battle?' Speaker: Ian Shepherd, Head of IT Policy Unit, RPSGB.

WEDNESDAY, NOVEMBER 3

NICPPET at the White Gables Hotel, Hillsborough, 10am to 5pm - 'Pain and Analgesics (Dealing with symptom module, Unit 4)'.

NICPPET at the Dunadry Hotel, Dunadry, 7 to 10pm. 'Upper gastrointestinal disease (Working with GI Unit 3)'.

Harrow & Hillingdon Branch, RPSGB, the Levi Lecture Theatre, Northwick Park Hospital, 7.30 for 8.10pm. 'Recent Developments in the Treatment of Asthma'. Speakers: Linda Mann, Health Technician and Noah Moran, Medical Technician, Central Middlesex Hospital. Sponsor: Astra.

FRIDAY, NOVEMBER 5

NICPPET at the Aldergrove Hotel, Antrim, 10am to 5pm. 'Clinical Nutrition (Community Care Module Unit 3)'.

Classified

Appointments £27.00 P.S.C.C. + VAT minimum 3x1. General classified £18.00 P.S.C.C. + VAT minimum 3x2. Box numbers £15.00 extra. Available on request. Copy date 4pm Tuesday prior to Saturday publication. Cancellation deadline 10am Friday; one week prior to insertion date. All cancellations must be in writing. Contact Debra Thackeray, Chemist & Druggist (Classified), Miller Freeman UK Ltd, Sovereign Way, Tonbridge, Kent TN9 1RW. Telephone 01732 377493, Fax: 01732 377179. Internet: <http://www.datpharmacy.co.uk>. All major credit cards accepted



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TRADE LESS 40%+VAT +postage - 188 Cardene 20mg (exp 1/00), 293 Cardene 30mg (exp 9/00), 125 Pulmicort Respules 1mg (exp 3/00), 115 Respontin nebs 500mcg (exp 6/00). Tel: 0171 582 0990.
TRADE LESS 15%+VAT - 2x5000 Amoxy-

cillin 250mg caps (exp 01/02) @ £29.50, 1x500 Amoxycillin 500mg caps (exp 7/02) @ £37.50, Clexane 20mg inj (exp 12/00). Tel: 01273 604384.
TRADE LESS 30%+VAT - 12 x 300g Calcium Resonium (exp 6/03 & 7/02). Tel: 0161 368 3205.
TRADE LESS 30%+VAT - 28 Flexin 75mg (exp 9/00), 3x100 Sustac 6.4mg (exp 5/00), 28 Transiderm-Nitro 5 patches (exp 6/00), 8x100 Diltiazem SR 60mg caps (exp 1/00) £7/100, 500 Sulbutam 2mg (exp 7/00) £17.
Tel: 01702 541104.
TRADE LESS 30%+VAT - Lamictal disp 25mg (exp 1/01), Profasi 2000 (exp 2/00), Movicol sachet (exp 4/00), Clopixol inj 200mg (exp 5/02), Parlovey amp (5/02). Tel: 0171 935 1120.

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TRADE LESS 50%+VAT +postage - Dansac Unique 2-55 (ref 502-55) Ileadress Plus S413, Simcare closed stomapouch/filter 32mm 32-330-22(20). Nutrizym GR caps (exp 5/00), Granuflex S124 dressing. Less 40% Conveen 5170. Less 30%, Parlodol caps (GB) (exp 9/01), Targocid 400mg inj. (exp 11/00, 1/01) & 4/01), Accuscal

System Convatec S450. Tel: 01923 825753.

TRADE LESS 50%+VAT - 5 x Caverject 5mcg (exp 3/00), 2x28 Pentasa suppositories (exp 3/00), 10x Clexane 40mg (exp 1/01), 9x30 Tremarit 5mg (exp 9/02), 1x100 Clopixol 25mg (exp 4/01), 1x30 Coloplast Assura 12460 (exp 3/01). Tel: 01273 682618.

FOR SALE

KIRBY 8 - Tablet counter Good condition and accurate - £250 ono. Tel: 0956 160176.
STUDEX - disposable cartridge ear piercing system plus 55 pairs of earrings £95

ono. Inverness ear piercing system plus 8 pairs of earrings £30 ono. Tel: 01865 890587.

NOMAD - trolleys (two) (30 capacity each) almost new £250 + VAT each. Tel: 01795 437300.

IMAGER - 135RA photo-developing machine. £12,000 ono, 18 mths old For fully functioning demonstration and details. Tel: 01926 426124. (Leamington Spa).

SHOWRAX COUNTER - Wood or glass in beige/brown. Main unit 180cm (L) 60cm (W), height front 90cm, rear 120cm, with 15 large draws at rear. Plus additional unit 60cm (W&L) x 94cm (H) to match with rear shelving. Buyer to collect from Tyne & Wear. Best offer accepted. Fax or phone Mike on 0191 257 7651.

VOLKSWAGEN - Passat 1.8CL, 1994, 62,500 miles, white with electric sunroof and windows, twin airbags, power steering, radio/cassette, full service history, £4,995. Tel: 01505 704142.

CYLINDERS - (empty) 54xS20 rechargeable CO2 cylinders. Any offer considered.

Tel: 0181 892 1526.

POLAROID- Passport PC100 (5x20) film long dated £79. + VAT. Tel: 0171 736 3034
NOMAD- Cassettes, Forms etc 2x16 cassette carry boxes, less 50% + VAT buyer collects from Wiltshire. Tel: 01793 750226
CD CABINET - cost £140. Required £100 o.n.o., Drugs Trolley cost £400, required £300 o.n.o. both items virtually new. Tel: 01922 631478.

NUMBER PLATE - V11 GRA for a pharmacist's car Offers over £1,000 to Graeme Park Tel: 01505 704142.

NUMBER PLATE - V1 REG. offers of £3,000 to Ray, well-known J&J rep. Tel: 01628 523801.

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ORAL B - 60 or 40 original or indicator (not Advantix) tooth brushes, singles or lots. Tel: 01724 843194.

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Multidisciplinary team cycles from coast to coast

A pharmacist has cycled across England as part of a multidisciplinary healthcare team.

Karen Rice, project development manager for the Cohens Chemist Group in Lancashire, cycled 135 miles in a team that "could grace the board of any PCG". Other team members were a GP registrar, a hospital pharmacist, a district nurse, a financial adviser, a teacher of children with special needs and a psychiatric nurse. "We were prepared for every eventuality - broken legs, wound care, drug administration, accountancy and counselling," said Karen.

The only mishap on the five-day Whitehaven to Sunderland route was losing Michel the nurse for four hours when she took a wrong turn. She was only found with a call to her mobile phone. But the four months of training paid off, with about £500 raised for two local children's hospices.



Celebrating on Sunderland sea front are (left to right) Karen Rice, Dawn Kenrick, Debbie Holland, Annette Adams, Michel Kirby and Louise Hogan

Pharmacist in high speed car theft drama

A Pharmacist was left clinging to the bonnet of his high performance car as a thief tried to shake him off by swerving at speeds of over 60 miles an hour.

Martin Shepsman, a computer expert for Mediphase in Middlesex, escaped with cuts and bruises, but had to take a few days off work and sold his top-of-the-range Golf VR6 to a garage the following day.

The would-be thief was posing as a potential buyer in response to a magazine advert. After inspecting the car and asking Martin to start the engine, the man jumped in and locked the door. As he drove off, Martin jumped onto the bonnet, clinging on for about three minutes as the driver tried to shake him off. "This is it, I thought," said Martin. "I believed I was going to die."

When the thief eventually stopped and ran off with the keys, Martin said he had "wanted to get in the car and chase him, but I think I'd have been accused of murder". Police are still investigating.

Martin has advised others selling their cars through magazines to arrange viewings during daylight and always obtain buyers' contact details.



Martin Shepsman

Ooh la la it's Viagra cuisine

Experimenting with Viagra doesn't usually involve beef, fig vinegar or fine herbs, but a French chef nearly landed himself in the soup when he combined these ingredients as part of a £20 'Menu Viagra' at his restaurant on lake Geneva.

According to a report in *The Guardian*, Jean-Louis Galland bought the blue tablets legally in Switzerland a month before Viagra was approved for sale in the European Union. The chef then began creating a mouth-watering combination of 'beef piccata in Viagra sauce with fig vinegar and fine herbs'. However, inspectors from the bureau of consumer affairs and the repression of fraud were not impressed and he was charged with importing and using a banned drug. Faced with the prospect of a £25,000 fine and up to two months in prison, Mr Galland explained he had only publicised the menu 'in a bid to perk up business' and only served it to friends.

The court found Mr Galland not guilty, and he gets the final word: "This is a drug to make love with, not war."

APPOINTMENTS

The Institute of Pharmacy Management International has appointed **Nick Wood** FRPharmS as its new secretary. Mr Wood is chief executive officer of Wade pharmacies and a former president of the Royal Pharmaceutical Society.

Dr David Ebsworth takes over as head of the worldwide business group of Bayer AG from January 1. He is currently president of the US pharmaceutical division of Bayer. He succeeds Horst



David McCann



Debbie Archer and Dominic McHarg

Meyer, who is to retire. Chemist Brokers has made three new sales appointments. **David McCann** has joined the specialist chemist division of Food Brokers from Seven Seas. He will be covering Scotland. **Debbie Archer** and **Dominic McHarg** have joined from R J Reynolds and Ellert respectively.

Ronnie Donnelly has been appointed to Mawdsleys as assistant operations manager at its Salford depot. Mr Donnelly joins from AAH in Warrington, where he was warehouse manager. **Professor Joan Higgins** and **Dr Peter Barrett** have been appointed NHS regional chairmen for the North-west and Trent regions respectively.



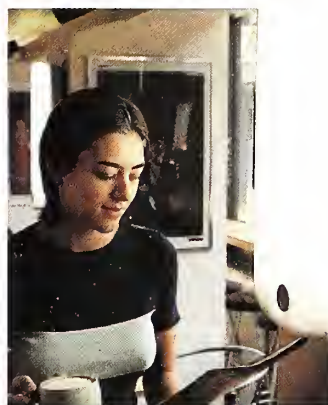
Ronnie Donnelly

Bright lights in the big city

Britain's first Bright Light Café, where customers can beat 'winter blues' with a cup of coffee, a tasty pastry and a light-box session has opened in London.

The Bright Light Café, at Konditor & Cook, next to the Young Vic Theatre at Waterloo, has been fitted with six light boxes developed by Philips to help sufferers of seasonal affective disorder (SAD) and its milder form 'winter blues'.

When the clocks go back and the days start getting shorter, thousands of people across the UK start to feel irritable, tired, miserable, and moody and crave sweet and starchy food. Philips' Bright Light,



which replicates sunlight, can help combat this condition and an hour's light therapy a day will begin to relieve symptoms within a week.

Mark Ryan, a director of Konditor & Cook, agreed that "it makes sense that people who are feeling under the weather should have the opportunity to have this treatment while talking to friends or reading the paper over a coffee or snack". However, he added there was "nothing wrong with craving sweet and starchy food" (such as the delicious pastries for which Konditor & Cook is renowned) and he jokingly added that if pastry sales started falling he may reconsider having the Bright Lights on the cafe walls. At least, Philips hopes he was joking...

Pharmacy's blooming success

As the nights start drawing in and your garden flowers wither and die, here is a reminder of the summer to brighten up your day.

Andrew Byers (pictured right), proprietor of The Pharmacy in Moreton-in-Marsh, won this year's Moreton in Bloom contest with the window boxes and hanging baskets outside his pharmacy. He attributes his success to a new planting format. Flowers were previously planted in barrels on top of the shop's bay windows, which did not impress the judges. However, this year The Pharmacy won the prize for best shop.

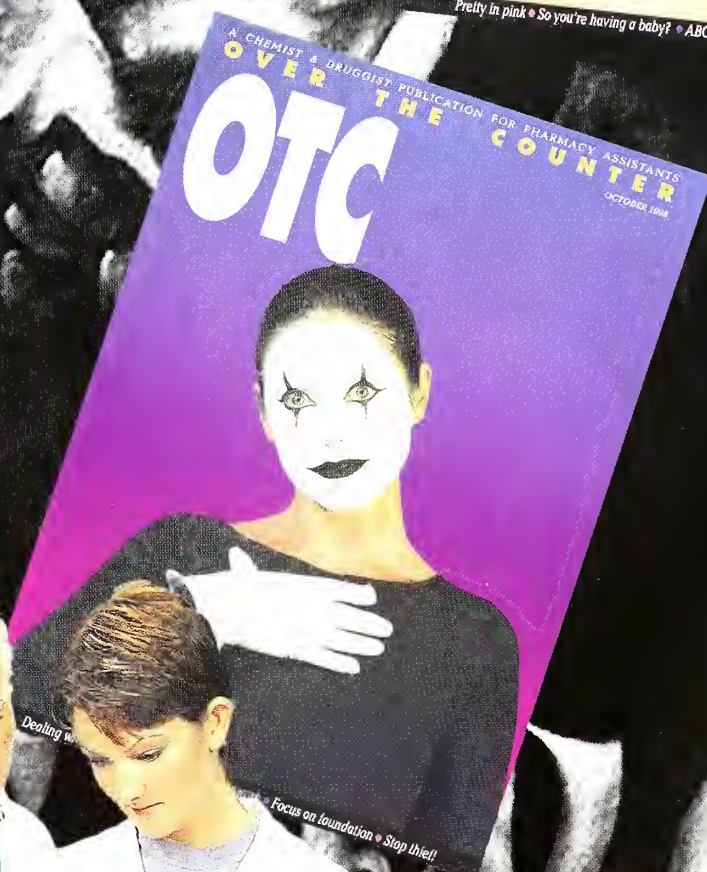


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PRESCRIBING INFORMATION FOR STREFFEN™

Strefen™ Lozenges contain Flurbiprofen BP 8.75 mg per lozenge. **Indication:** Symptomatic relief of sore throat. **Dosage and administration:** Adults and children over 12 years: one lozenge sucked slowly every 3–6 hours as required, up to a maximum of 5 lozenges in 24 hours, and for a maximum of three days. The lozenges should be moved around the mouth whilst sucking. **Contraindications:** Hypersensitivity to any of the ingredients; in patients with existing, or history of, peptic ulceration; history of bronchospasm, rhinitis or urticaria associated with aspirin or NSAIDs. **Special warnings and precautions for use:** Bronchospasm may be precipitated in patients with history of bronchial asthma. Caution is required in: patients with renal, cardiac or hepatic impairment as renal function may deteriorate with use of NSAIDs; patients with hypertension; patients with abnormal bleeding potential as bleeding time can be prolonged. **Pregnancy and lactation:** Use of Strefen™ should be avoided in the third trimester.

Flurbiprofen appears in breast milk in very low concentrations and is unlikely to affect the breast-fed infant adversely. **Undesirable effects:** Dyspepsia, nausea, vomiting, gastrointestinal haemorrhage, diarrhoea, mouth ulcers, fluid retention and oedema. Exacerbation of peptic ulceration and perforation, urticaria, angioedema and various rashes have been reported. Very rarely, jaundice and thrombocytopenia (usually reversible), aplastic anaemia, and agranulocytosis have been reported. Transient local irritation of the buccal mucosa may occur, and taste perversion has been reported in trials. **Package quantities:** Strefen™ is available in cartons of 16 lozenges. **Basic NHS cost:** £2.00. **Product licence number:** 00327/0097. **Product Licence Holder:** Crookes Healthcare Ltd., Nottingham NG2 3AA. **Legal category:** POM. **Date of preparation:** September 1999. **References:** 1. Benrimoj SJ, Langford JH, Homan HD, Christian J, Charlesworth A, Steans A. Efficacy and safety of the anti-inflammatory throat lozenge flurbiprofen 8.75 mg in the treatment of sore throat. Poster

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